

Building Awareness & Patient Referrals

Even in new markets, Physicians Practice reaches referring docs, delivers unmatched returns

About *Physicians Practice* unique sponsorship model:

Profiling the latest in practice management theory and practical solutions, *Physicians Practice*, America's Leading Practice Management Journal, is co-branded and distributed through a paid sponsorship by a clinical partner in each local market. *Physicians Practice* was acquired by CMPMedica in 2007.

About University of Virginia Health System:

University of Virginia (UVa) Health System brings together all that medicine has to offer – expertise, technology and teamwork – to provide the best care possible anywhere. For more information, visit www.healthsystem.virginia.edu.

Challenge:

UVa Health System needed a meaningful way to develop relationships and open a dialogue with referring physicians in its market and better understand its potential to reach referring physicians outside of its core geographic market. Specifically, UVA needed to:

1. Better reach referring physicians
 - a. Educate local physicians about key service lines to strengthen existing referring relationships
 - b. Create awareness among previously untapped, potentially referring physicians
2. Better define the extent of its market for potential physician referrals

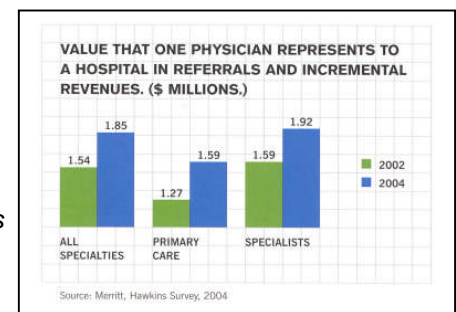
Solution:

UVa Health System and *Physicians Practice* entered into a partnership* in May 2003 to:

1. Enable UVA Health System to exclusively sponsor *Physicians Practice* in its region, providing all area physicians with valuable information on practice management and business principles, free of charge, from the nation's leading practice management journal, providing UVA Health System with:
 - a. Exclusivity in the market: distribution to all practicing physicians (20,000+)
 - b. Seven editorial pages in six issues of *Physicians Practice* to promote clinical programs, centers of excellence, local physicians, CME activities and clinical resources
 - c. Cover branding of four additional issues
 - d. Co-branding of PhysiciansPractice.com
 - e. Letter of introduction for the first issue of *Physicians Practice*
 - f. And more
2. Determine whether or not UVA should expand its target market for physician referrals by:
 - a. Better understanding physician referral patterns just outside of its core market
 - b. Evaluating the influencing factors that impact referral decisions

Results:

1. Within its core market for sponsored editorial content, UVA Health System found, through its most recent annual readership survey that:
 - o 69% of responding physicians indicated that reading *Physicians Practice* has increased or somewhat increased their knowledge about UVA Health System
 - o 26% had referred a patient to UVA Health System based on an article in *Physicians Practice*, generating approximately \$116 MM in revenue (see chart)
2. Outside its core market, UVA Health System partnered with *Physicians Practice* to determine whether or not to extend its core market:
 - a. Physicians in neighboring markets indicated a willingness to refer patients to UVA Health System
 - b. This led to an expansion of the *Physicians Practice* sponsorship program
 - c. Referrals from these outlying physicians grew from 1-2/year to an average of 6/year
3. UVA Health System boosts its image and awareness among 20,000+ local physicians
 - a. 47% visited the UVA Web site at least once in the past year
 - b. 88% of readers reported increased knowledge of UVA



* This *Physicians Practice* partnership is one piece of an integrated effort by UVA Health System to build ongoing relationships with local referring physicians. Other parts of this effort include a physician liaison program, events, enhanced communication capabilities/standards and more.