



Dr. Grove Higgins & Master Trainer Pat Marques

Joint Replacement Fitness Specialist



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Module 5

Business Planning for the Joint Replacement Fitness Specialist

Lessons:

Business Development, Market Research. & Strategic Partnerships

Guest Presenter: Joe Lemon





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AMA Policy Research - 10% decrease in physician owned private practice. More than half of family doctors (58.3%) are now employees and 38.4% are owners, while 3.3% are independent contractors.



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- Problems
 - Lack of trust in the fitness industry
 - Private Equity M&A
 - Decreasing reimbursement rates
 - Healthcare provider burnout
- Solutions

 - Simple value propositionQuickly communicate skillset
 - Collaborate on patient specific programs
 - Creative ways to reduce stress & workload



Business Development

- Art & Science of Selling
- Guerrilla Marketing Strategy
- Building Trust Strategic Partnerships
 Conduct Market Research And Commit To A Niche



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ART & SCIENCE OF SELLING



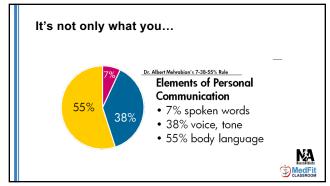
Building Trust

Be an expert (speak the language)

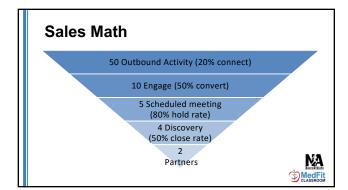
- Stay in your scope
- Be predictable
- · Quantify your impact
- Keep your commitments Be human



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4 Step Market Research

- 1) Run SWOT
- 2) Identify Target Audience
- 3) Conduct Research Survey
- 4) Choose on Niche Within Niche



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Decide on Niche Within Niche







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Engage & Test Your Niche

- What is your deciding factor for hiring a medical fitness professional / trainer?
- How likely are you to work with a trainer post-surgery?
- Where do you get information about medical fitness?
- Where do you prefer to meet trainers?
- · What specific needs do our services meet for you?



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Feedback Questions

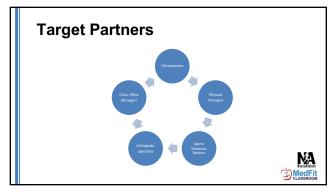
- Why did you choose us?
- What specific needs does our product meet for you?
- What do you think about product pricing?
- · How would you rate our service?
- What challenges did you encounter while working together?
- Would you be willing to recommend us to your network?



Connect doctors and physical therapists

STRATEGIC PARTNERSHIPS

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Building Strategic Partnerships

- Provide Quick Overview of Expertise 3 or 4 sentences
- Understand Healthcare Providers Value Proposition
- Document the Process & Relay Insight
- Ongoing Communication



Guerilla aka Budget-friendly Marketing Strategies
IDENTIFY YOUR BEST
CLIENTS.

Guerilla Marketing Ideas

Practitioner of the Month: Choose a local provider and leave a gift.

Superstar Saturday: Client appreciation day

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Cross-promote by leveraging list

Educational Event: AMA (ask me anything)Cross-promote: Collaborate with competition include

strategic partners

- · Reach out local business owner
- · Create an special offer their customers
- · Create email template for business owner
- · Set end date. Max 30 days test



Let's Connect

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Join Real Value Exchange Community on Linkedin and Facebook Group

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