

# 3-PRONGED APPROACH FOR MARKETING SUCCESS AND CLIENT ACQUISITION

## POWERFUL TOOLS AND PROVEN STRATEGIES FOR RAPID CLIENT ACQUISITION

ClaimTek's 2023 Marketing Guide

Marketing starts with your “position” in the marketplace. In other words, who do you serve and how can you fulfill their needs? ClaimTek empowers you to work with *any* Medical & Dental specialty or facility to maximize your chances for client acquisition. Our software uses both medical insurance claim forms (CMS 1500 & UB-04) and dental (ADA form) and has added features for specialties like DME companies, ambulance companies, chiropractors, podiatrists, worker's comp, and more. You can choose to use any clearinghouse to process your claims which allows you to bill for any specialty and insurance company while minimizing operational costs.



Availity™



CLAIM•MD

2023 Preferred Clearinghouse Vendors

## VERSATILE CAPABILITIES

With ClaimTek you're much more than a “startup billing company.” ClaimTek will license you to use our trade names and federal trademarks, so you can advertise your company as having resources and stability on a national scale. Using ClaimTek's infrastructure you can provide more than a dozen ancillary Practice Management services to improve your clients' bottom line. At the same time you can offer the personal

connection practices are often looking for in a boutique billing service. Take a look below at all the services you can offer with ClaimTek in addition to medical & dental billing:



The ancillary services above are delivered using ClaimTek’s infrastructure, meaning you don’t personally have to perform each service—though you can enjoy commissions and multiple streams of income. Comprehensive service offerings position you a cut above as a full fledged “Revenue Cycle Management” company.

## A PROVEN PLAN OF ACTION

ClaimTek’s marketing strategy is best described as a 3-Pronged Marketing Approach: Direct Marketing, Internet Marketing, and Associational Marketing (Networking). Marketing training is offered in addition to training on Medical Billing and Operations, which makes your training with ClaimTek a one-on-one, all inclusive learning experience. We work with you individually to help you come up with the best game plan for your marketing campaign based on your own personal skill set, budget, location, and time available for marketing.

As a ClaimTek licensee, you will receive an abundance of marketing resources in your package for each category:

## 1) ASSOCIATIONAL MARKETING (NETWORKING)

Networking is a powerful marketing method in today's business environment. ClaimTek will teach you how to build a professional network *the right way*, even without any previous connections to the health care industry. Learn how to build beneficial partnerships and motivate people to refer business to your company. Networking can be done online and in-person within your community. Become a subject-matter expert and a trusted consultant using ClaimTek's reliable strategies.



U.S. Chamber of Commerce  
Standing Up for American Enterprise



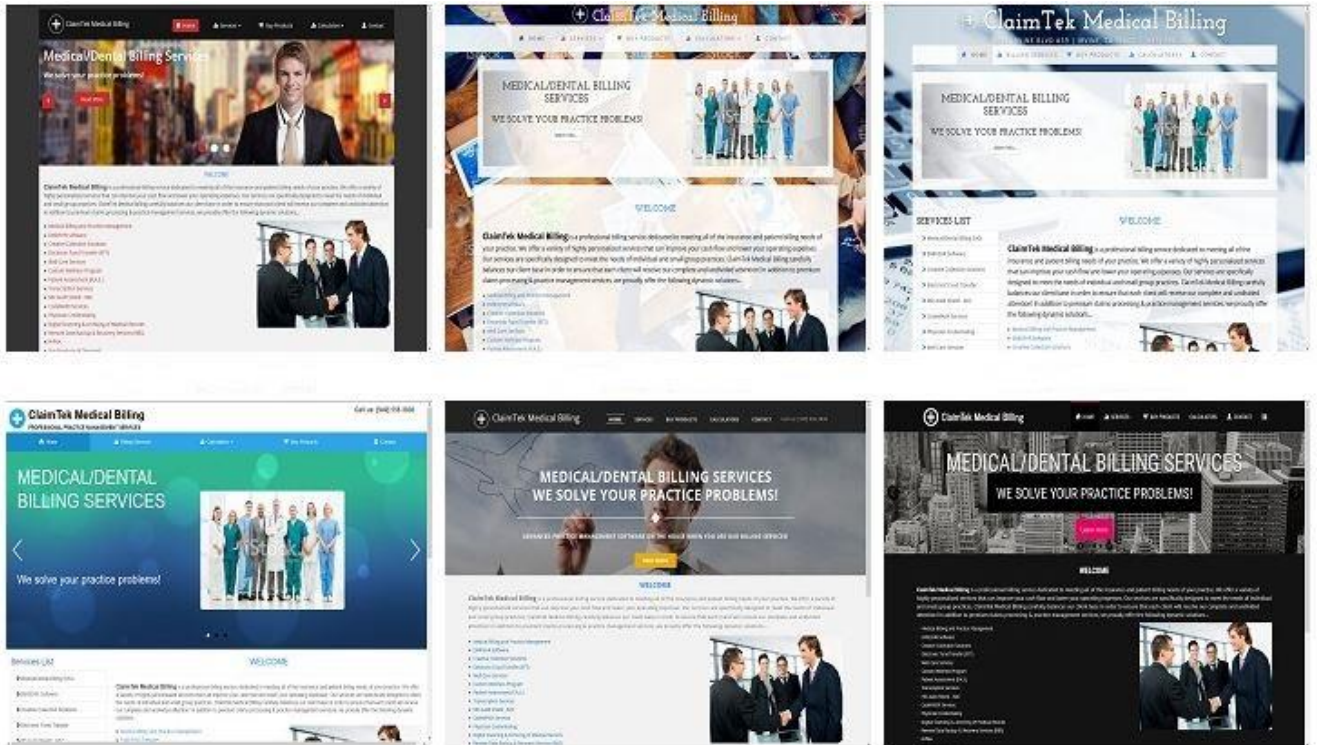
**EVENTS**  
FOR ST. JUDE



- 9 strategies for getting results on LinkedIn
- How to create referral networks and partnerships
- The “Do’s and Don’ts” of networking groups
- Associations worth joining
- Social selling
- The 3-Foot Rule and Elevator Pitch

## 2) INTERNET MARKETING

We teach every ClaimTek licensee how to promote their website through search engines, social media, directories, and digital marketing materials. Business cards, flyers, and postcards all help drive traffic to your website to generate buzz. ClaimTek websites are e-commerce capable so you can sell forms, office supplies, and software that doctors use in their office while you sleep! Take a look at a few sample websites that ClaimTek will customize with your business name, logo, and contact information within days of getting started:



- E-Commerce capable websites
- Interactive calculators for profitability projections
- Find doctors who are looking for billers online—for free!
- Purchase and manage high quality in-bound leads
- Social media strategies
- Email marketing campaigns
- Digital promotional material
- Remote meetings—reach doctors across the U.S.



### 3) DIRECT MARKETING

For a truly effective marketing campaign, you must be willing to actively promote your company and win business. ClaimTek gives you powerful tools to offer a FREE Procedure Code and Cost Analysis using our proprietary MD Essentials software:

#### MD PRACTICE ANALYSIS WIZARD-

Diagnose a practice's cash flow problems the same way they diagnose their patients. Often a doctor doesn't realize where their money goes until a professional shows them. Give a complete picture of their current costs and compare with the revenue you can bring in. ClaimTek's MDPAW will generate a report so you can show a doctor the value you will add in real dollars, making it a no-brainer to sign up with your company.



#### MD CODE REVIEWER-

“Doctor, are you sure you're using codes that will maximize your reimbursement? When was the last time a billing professional analyzed your code

set?” Those two questions are sure to get attention and position you as a trusted consultant. It's not enough for their billing software to simply update their code set, it's necessary for a billing professional to compare codes and reimbursements between insurance companies so a provider can be sure their time is being valued the way it should be.

## ADDITIONAL DIRECT MARKETING RESOURCES:

- Print and digital marketing material
  - Flyers, postcards, brochures, presentation materials
- Appointment setting scripts
- Common rebuttals, marketing probing questions
- Local market research to develop a target market
- How to get past the “gatekeeper”
- Keywords to use as “hooks” in today’s market climate
- Automated email marketing

## STAGE 2 BUSINESS TRAINING: CLIENT ACQUISITION

As you can see above, ClaimTek has dozens of tried and true methods for generating interest in your company. So what now? Once you have a prospect who has started to “warm up,” you will receive *unlimited* training and consultation on how to turn that warm interest into a contracted client. Every time you have a prospect, ClaimTek will help you develop a plan to present your services, offer negotiation/closing tactics, recommend how to price your services, and help you make a professional proposal. We join your sales team to ensure that you are prepared for every meeting and once you’ve left the prospect knows they can’t afford *not* to work with you!

## PUTTING IT ALL TOGETHER

We understand that client acquisition can be a challenge for a new business owner. However, ClaimTek’s proven strategies take all the guess work out and turn it into a science. Even without a background in sales, we can turn anyone into a seasoned pro! Still have questions or concerns? Contact your Business Development Manager today.