Visual Education Concepts: Referral Business Through Patient Education and Practice Promotion

By Chris Pipkin

Visual Education Concepts is a young but rapidly growing company that produces innovative educational DVD programs that deliver complex information in a cost-effective, easy-to-use format for the specific purpose of retaining existing patients and obtaining new patients. Visual Education Concepts believes that educating current and prospective patients about the full range of your services will result in more referral business for your practice.

The American College of Foot and Ankle Orthopedics and Medicine is the exclusive sponsor of the series specifically developed for patient education and practice promotion in the field of podiatry. ACFAOM's current President Dr. Craig S Garfolo states, “VEC’s DVD programs will be a great benefit to ACFAOM members and a unique marketing tool for building their practices. The ACFAOM Board of Directors feels this is a “must have” program for all podiatrists.”

Visual Education Concepts products are designed to be effective tools for communicating large amounts of complex information in clear and concise segments that can be viewed repeatedly to reinforce understanding. Our DVD programs are effective when used in office waiting rooms, as marketing tools, when given as take-home handouts, educational business cards, or introductory mailings. We currently offer 3 programs: Podiatry (covers 15 different topics), Diabetes and Your Feet and Heel Pain. VEC plans to have at least 1 new program available every 2 months.

Both patients and their escorts should be viewed as significant sources of referrals.

In addition, many patients show up for their appointment with a companion—be it a parent, sibling, or friend. If you direct most of your in-office marketing toward the patient, not the person accompanying them, you are missing an opportunity. These escorts should be viewed as significant sources of referrals. After all, they may have to spend a considerable amount of time in your waiting area. Instead of them reading a magazine about world events, use this time to market your practice.

Although nothing can replace a professional explanation and the one-on-one education provided by the podiatrist, Visual Education Concepts has developed programs that provide education and entertainment to patients and their escorts. Televisions in the waiting room no longer have to feature the latest from the all-news station. Instead, those waiting for appointments can be watching informational programming specially designed for the podiatry office.

Visual Education Concepts is working closely with the American Academy of Podiatric Practice Management (AAPPM) to provide their members the necessary tools to help build their practices. Dr. Hal Ornstein, who is the AAPPM’s Chairman and Educational Team

The American College of FOOT & ANKLE ORTHOPEDICS & MEDICINE

Diabetes and your Feet
1. Diabetes Overview
2. Diabetic Neuropathy
3. Peripheral Arterial Disease
4. Foot Ulcers and Infections
5. Taking Care of Your Diabetic Feet

PLAY ALL

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Chair states, “VEC’s Podiatry DVD programs provide an excellent tool for today’s doctor to practice more efficiently and profitably. The DVD programs are easy to use, informative, creative and provide doctors with a marketing tool that no one should be without. This is an excellent and simple tool for educating our patients for a better understanding of our practice and conditions we treat. They LOVE the technology”.

Our In-Office DVD Programs are non-interactive (now with subtitles) designed to make use of waiting time to inform existing patients as well as new patients of the full range of your services. In most applications, this program will run continuously on a TV or computer monitor in your office waiting room.

Each of the In-Office programs also has a corresponding interactive take-home disc. These discs contain the same information as the in-office disc, but are interactive. Patients select the information they wish to view, and can view those segments as many times as they need to in order to gain complete understanding.

Custom Programs are also available and our interactive DVDs are designed for use as an outside marketing tool. In-office education is powerful, but the impact is even stronger as the message leaves your office. Your message will reach people you never could, and best of all, the message is long-lasting and can be run over and over hundreds of times.

Visual Education Concepts believes that educating visitors to your office about the full range of your services will result in more referral business for you, and it has never been easier or more affordable to do. As a small business, your practice may be eligible for The Americans with Disabilities Act tax credit, which allows small businesses to pay for accessible formats of patient education materials, such as DVD’s, as well as the equipment required to play them.

The tax credit, established under Section 44 of the Internal Revenue Code, was created in 1990 specifically to help small businesses cover ADA-related eligible access expenditures. A business that for the previous tax year had either revenues of $1,000,000 or less or 30 or fewer full-time workers may take advantage of this credit. The credit can be used to cover a variety of expenditures, including among other things, accessible formats of printed materials (i.e., Braille, large print, audio tape, computer diskette, CD and DVD).

Visual Education Concepts strives to provide the highest quality programs at an affordable price, and thru education and innovation, to improve client satisfaction and increase referral business.

To view a demo of our products, please visit us on-line at http://www.visualed.org, log on to our website using User name: podiatrym and password: visualed, or call 866.933.4200, or circle #189 on the reader service card.