

The Seven (7) Strategies in Medical Networking



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CLUB INDUSTRY
2010 THE CONFERENCE AND EXPOSITION FOR
FITNESS BUSINESS PROFESSIONALS

Conference: October 6-8 • Exhibits: October 7-8 • McCormick Place • Chicago, IL



The Seven (7) Strategies in Medical Networking



What has worked?
What has not worked?

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**MOVING
FORWARD**

The Seven (7) Strategies in Medical Networking

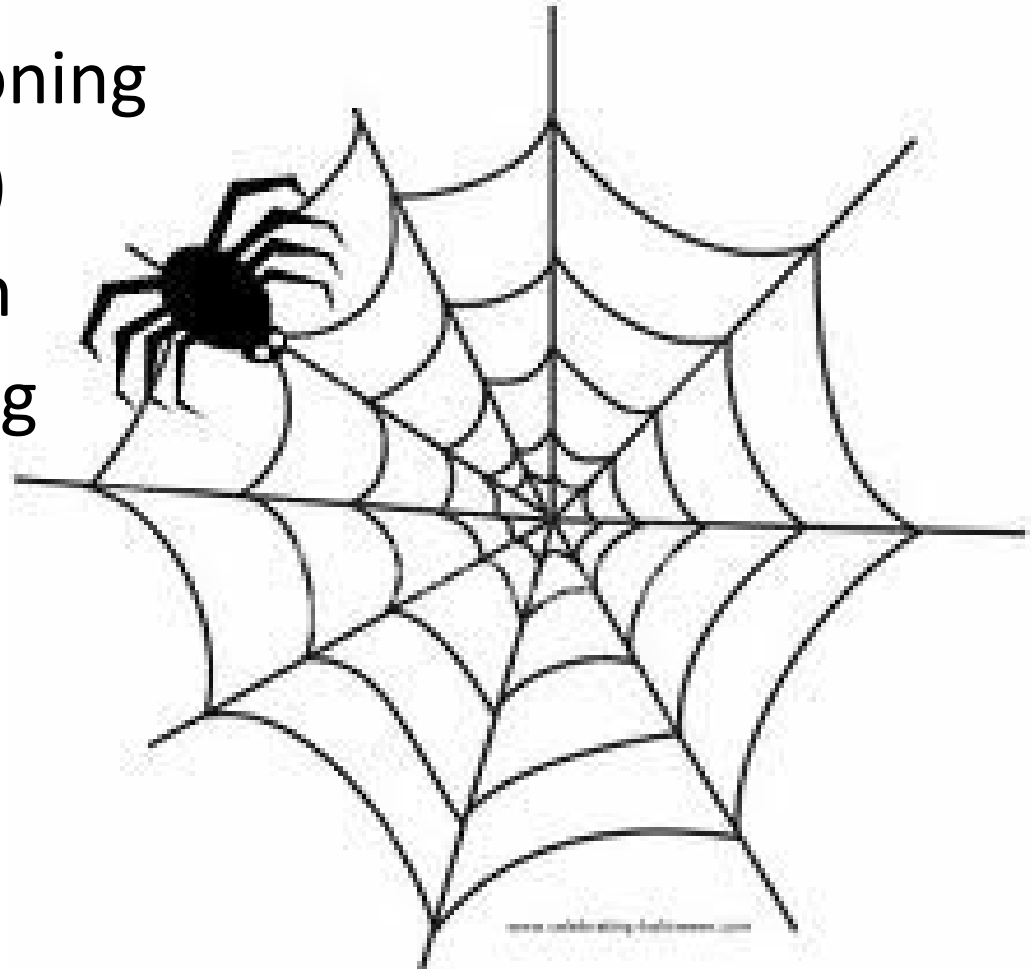


The “eye” of the web begins with the medical community....

....diagrammed to sustain the network positioning of the rest of the health care support team for the client/patient.

Strategies for Medical Networking

1. “Webbing the network”
2. Professionally positioning
3. Strategies (mediums)
4. Continuing Education
5. Internship/Shadowing
6. Partnership
7. Reciprocation



Strategies for Medical Networking

Medical Networking.....

Networking the Medical Community

1

Web the
connections!

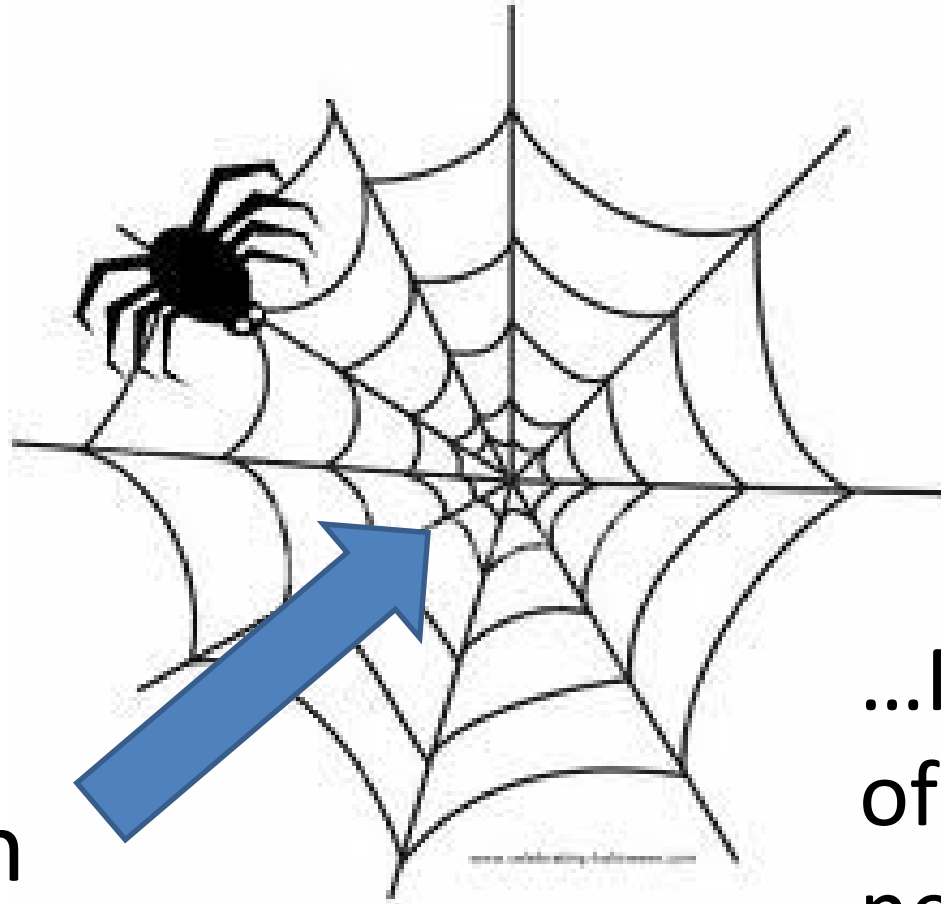


Center could be physician, or client,
or fitness professional



...Multitude
of
networking

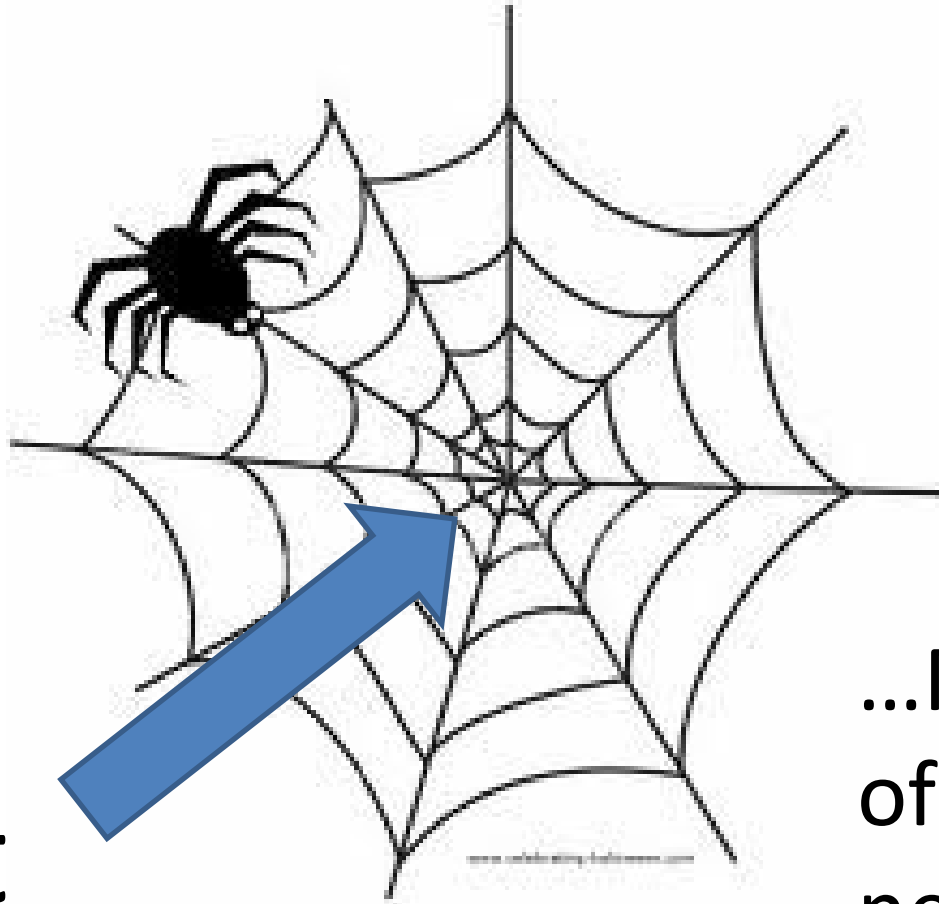
Physician Centered Network:



Physician

...Multitude
of
networking

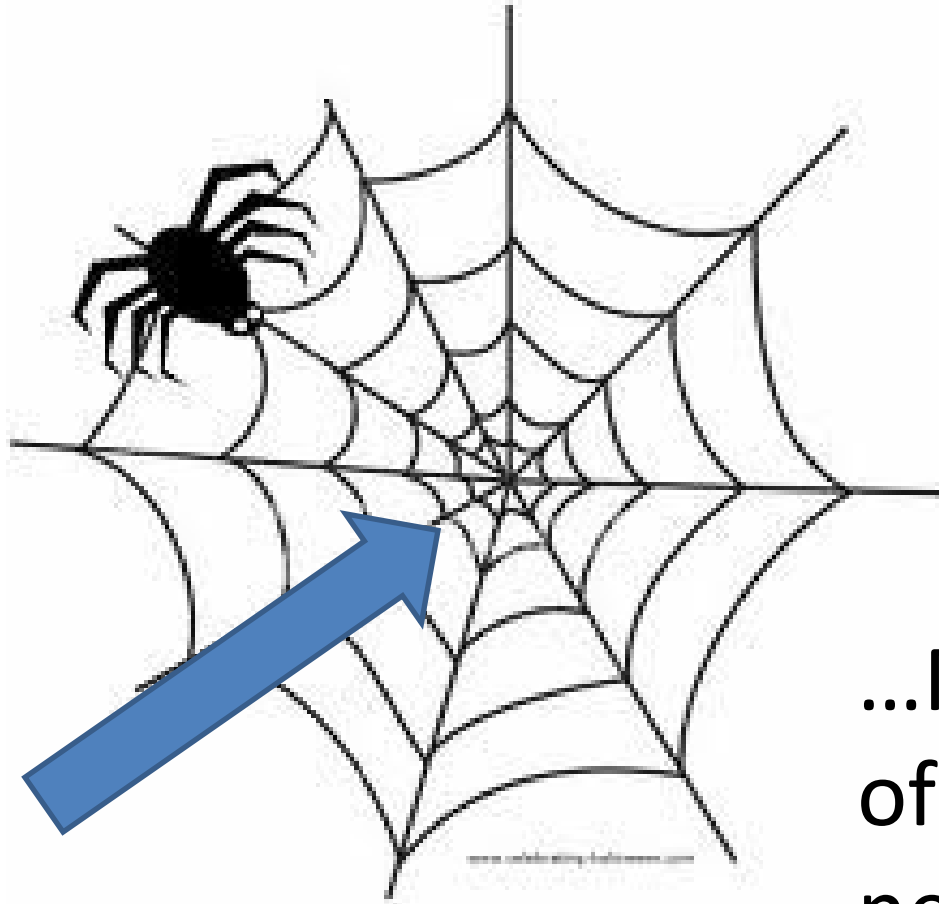
Client Centered Network:



Client

...Multitude
of
networking

Fitness Professional Centered Network:



Fitness
Professional

...Multitude
of
networking

Map your existing networking!

...current and existing relationships



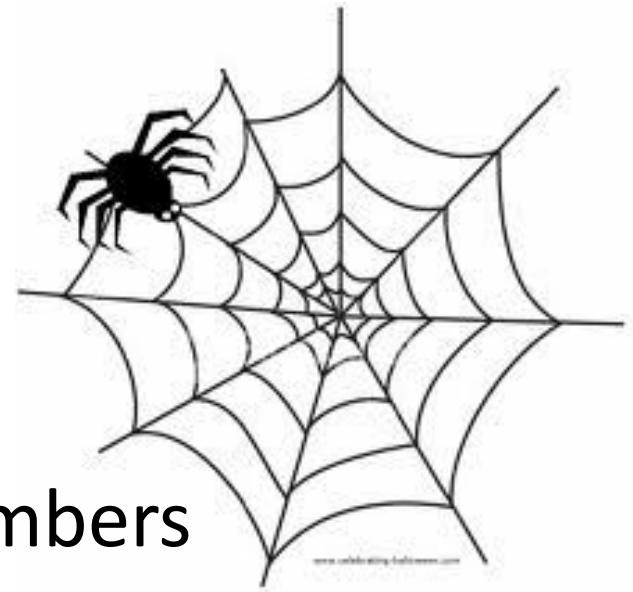
Professionalism, respect, integrity, etc.....

Where do you begin....



....With what you do best....

Where do you begin....

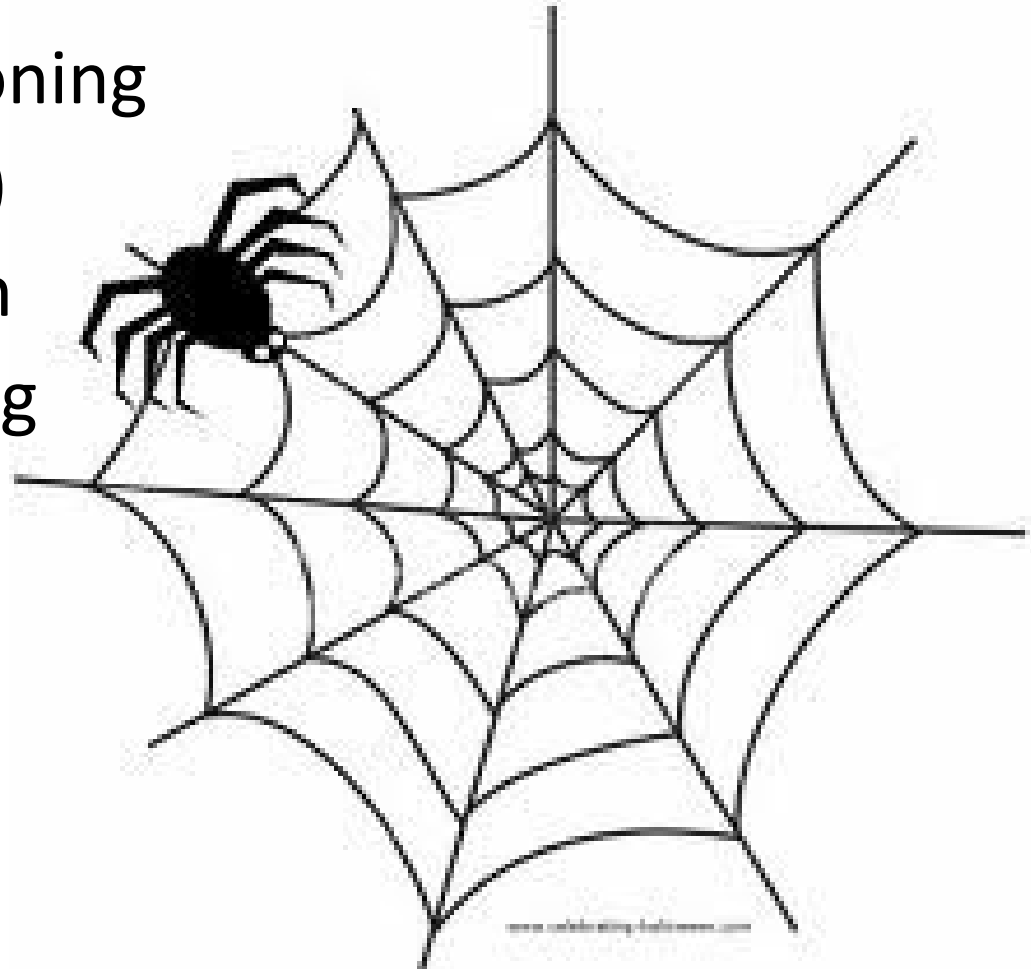


- Evaluate current members that you know;
- Existing physicians that are members
- Your specialty
- Etc.



Strategies for Medical Networking

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Strategies for Medical Networking

Professionally Positioning

Elevating our professional standards

2

- Education
- Certifications
- Etc.



Strategies for Medical Networking

Professionally Positioning

2

Elevating our professional standards

Understand:

1. Public is getting smarter
2. Demand is greater
3. Certifications exams are harder



Strategies for Medical Networking

Professionally Positioning

Education:

College vs. non-college

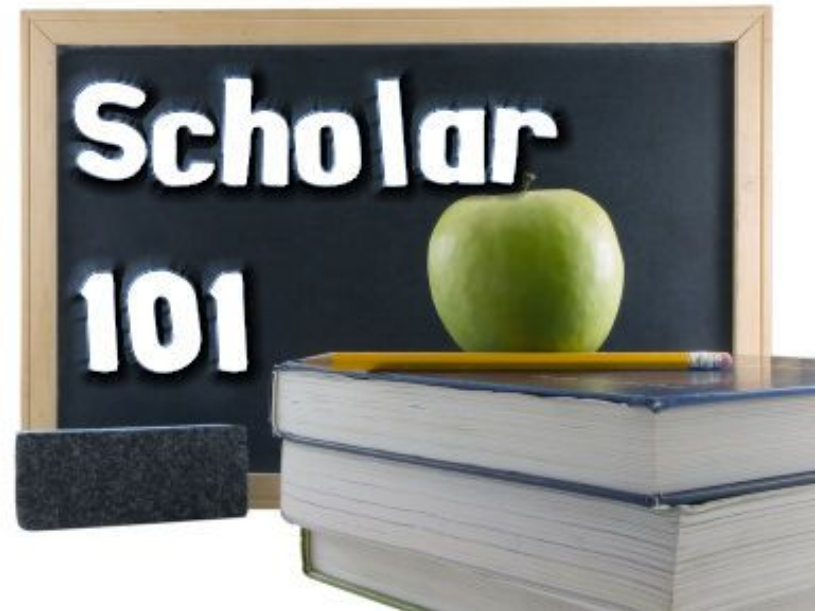


Strategies for Medical Networking

Professionally Positioning

Education –

1. Bachelors
 - biology
 - pre-med
 - Physical education
 - psychology
 - Health education
 - etc.



Strategies for Medical Networking

Professionally Positioning

Certification



“Focused and Concentrated”

National Commission for Certifying Agencies

1. Aerobic and Fitness Association of America (AFAA)
2. American College of Sports Medicine (ACSM)
3. American Council on Exercise (ACE)
4. American Fitness Professionals and Associates (AFPA)
5. Cooper Institute
6. FiTour
7. International Fitness Association
8. International Fitness Professionals Association (IFPA)

National Commission for Certifying Agencies

9. National Academy of Sports Medicine (NASM)
10. National Council on Strength and Fitness (NCSF)
11. National Exercise and sports Trainers Association (NESTA)
12. National Personal Training Institute
13. National Strength and Conditioning Association (NCSA)
14. SCW Fitness Education
15. Top Tier Personal Trainer Certification
16. Training and Wellness Certification Commission

3. Strategies (mediums)

Various forms of Communication

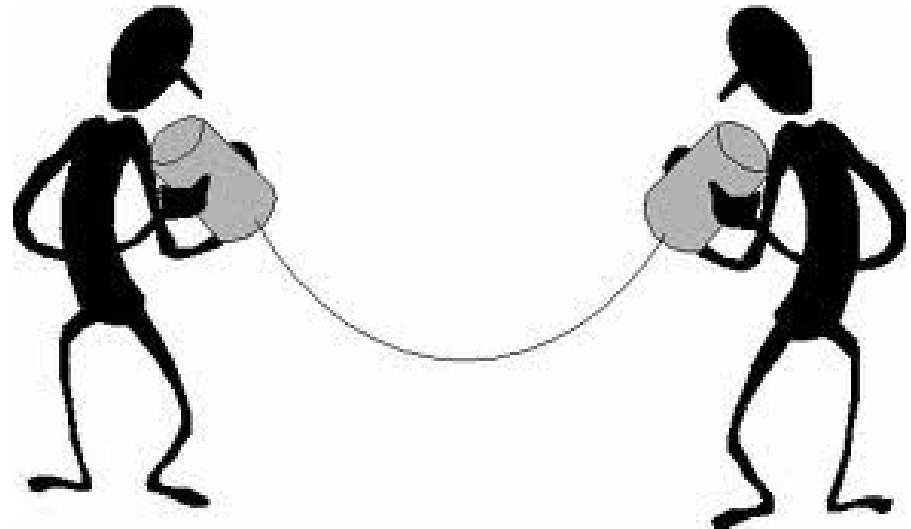
1. written

- technology

2. oral

- socially

- via the club

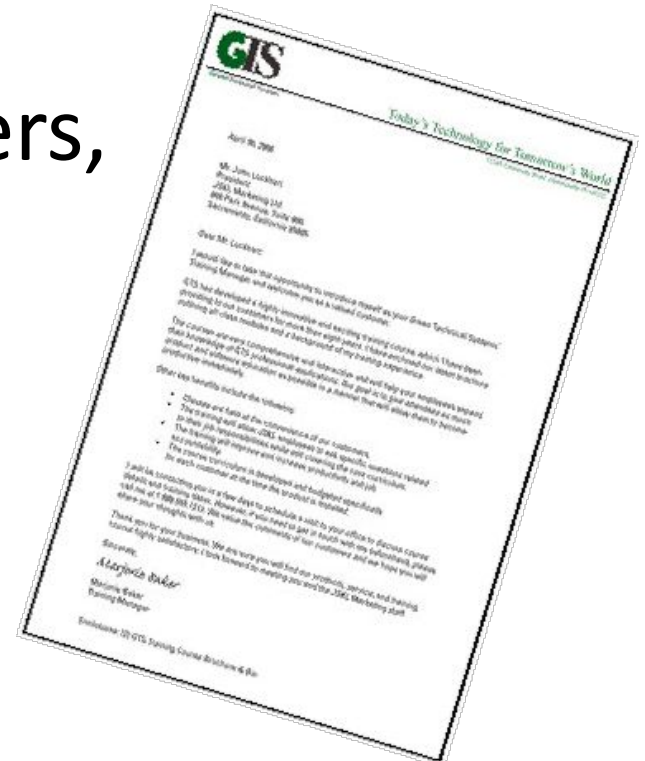


Strategies for Medical Networking

Strategies (Mediums)

3

- “Formal” Written correspondence
 - Letters
 - introduction letters,
 - referrals,
 - updates



Strategies for Medical Networking

Strategies (Mediums)

3

- Technological avenues
 - Professional networks (LinkedIn, Facebook, Websites, E-Mail, etc.)
 - Medical information reciprocity





facebook.



twitter

You Tube

myspace.com
a place for friends

Strategies for Medical Networking

Strategies (Mediums)

- Social interaction
 - open house,
 - fund raisers,
 - sporting events,
 - arts/theatre, etc.)

3



Strategies for Medical Networking

Strategies (Mediums)

- Health and Fitness Clubs
 - Who is **in** your facilities?
 - Current membership
 - Potential membership
 - Group Training
 - Advisory Boards
 - Physical Therapy and other Medical providers



3

Strategies for Medical Networking

Strategies (Mediums)

- Continuing Education
 - Professional education
- Medical professional presentations
 - Physical therapy
 - Orthopedic surgeons
 - Neurologists
 - Dieticians
 - Sports Medicine

4



Strategies for Medical Networking

Strategies (Mediums)

- Continuing Education
 - Professional education
 - Medical professional presentations
 - “Canned” presentations
 - local seminars
 - Hospital presentations
 - negotiations with club memberships
 - advisory council members

4

Strategies for Medical Networking

Strategies (Mediums)

5

- Internship/Co-op/Shadowing
 - Via professional arrangements
 - Through universities, and/or medical society



WICHITA STATE
UNIVERSITY

Strategies for Medical Networking

Strategies (Mediums)

5

- Internship/Shadowing
 - Per condition
 - Metabolic
 - Orthopedic
 - Cardiovascular
 - Immunological
 - Neuromuscular



Strategies for Medical Networking

Strategies (Mediums)

- Internship/shadowing- specialities
 - Physical therapy
 - Orthopedic surgeons
 - Neurologists
 - Dieticians
 - Sports Medicine
 - Etc.

5



Strategies for Medical Networking

Strategies (Mediums)

6

- Partnership
 - Professionally develop
 - Same clinic, co-owning, independent contractor



Strategies for Medical Networking

Strategies (Mediums)

7

- Reciprocation



Strategies for Medical Networking

Small Groups.....

1. What has worked?
2. What has not worked?
3. What are the obstacles?
4. Strategies for fixing that obstacles.....



Strategies for Medical Networking

Small Groups.....

- 1.
- 2.
- 3.
- 4.



Strategies for Medical Networking

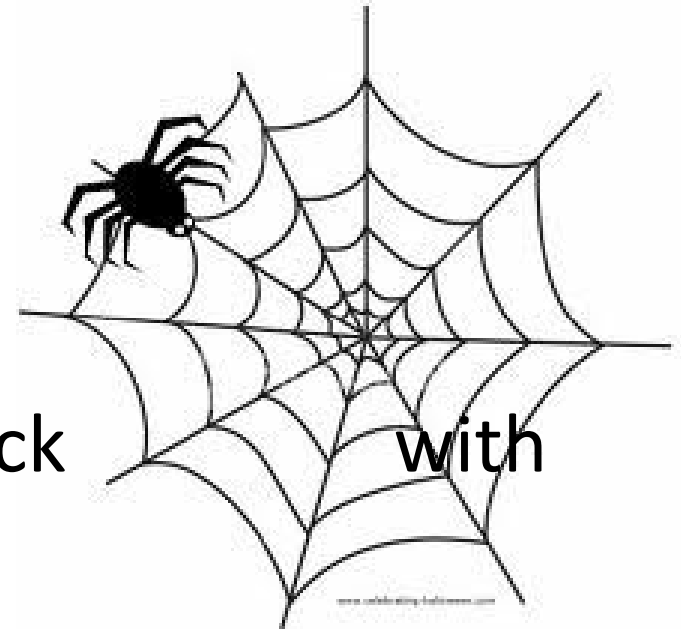
Common issues:

1. The doctor never calls back

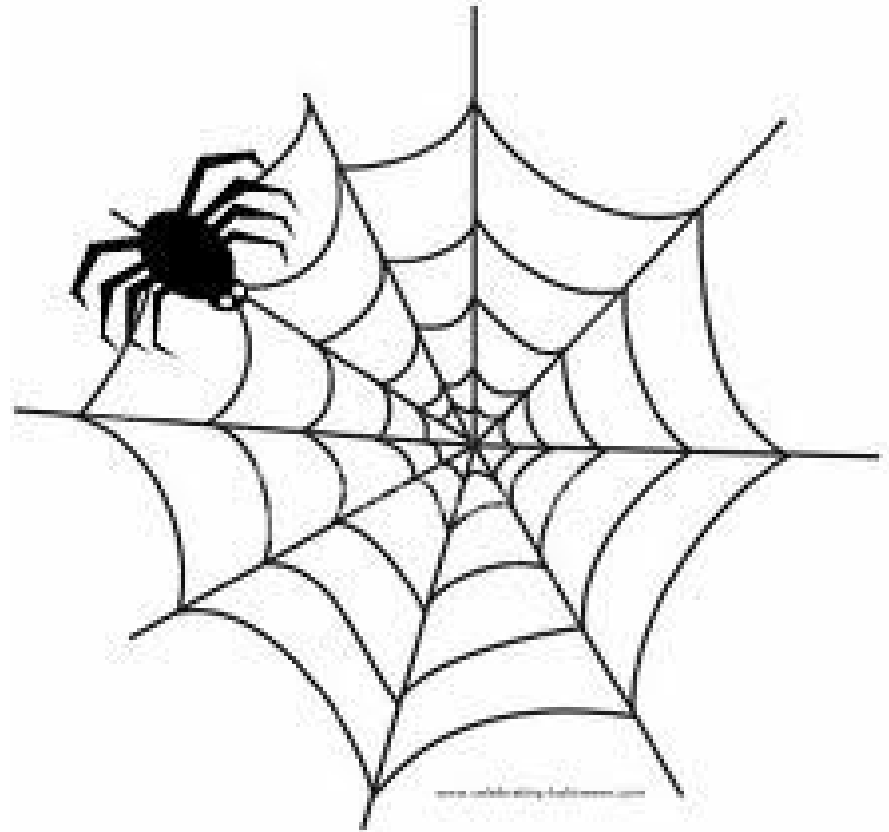
2. The medical release comes back
no direction.

3. What happens if I can't get a release from the
physician's office?

4. Etc.



Problem Solving??



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Thank you for coming!!

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