



Online Marketing is Moderate-Value for Building a Hand Surgery Practice

Orrin I. Franko, MD – East Bay Hand Medical Center in San Leandro, CA

assh2019.2a40726

Background

- Online reviews are important for attracting new patients to a hand surgery practice
- The monetary value of different referral sources is unknown
- This study determines the value of Internet-referred patients compared to other traditional referral sources for building and growing a hand surgery practice

Methods

- Two years of billing data were analyzed
- Data was cross-referenced with referral sources
- Calculations were made for
 - average percent collection
 - dollars per visit
 - dollars per patient
- Internet-referred patients are those who made appointments after reading online reviews

Results

- 5,071 patients' data were analyzed
- Average collections/visit was \$202
- Average collections/hour was \$626
- Average total collections/patient was \$692
- The most valuable referral sources were:
 - Surgeons > Workers Compensation > Former Patients
- value of internet-referred patients was below average at \$541/hour and \$442/patient
- Internet-referred patients were mostly PPO insurance (75%) despite the overall practice mix at 29% PPO insurance

Summary Points

- Different referral sources have varying amounts of revenue per patient or per time
- Internet-referred patients represent a higher % of PPO payors, but below average \$/visit, \$/minute, and total \$ collected
- Enthusiasm for pursuing online marketing referrals may depend on a surgeon's practice mix and availability

Referral Source	# Pts	# Visits	% Coll.	\$/Visit	\$/Hr.	\$/Patient
Surgeon	68	285	57.0	254.4	821.6	1066.3
Former Patient	27	104	50.0	230.8	733.0	889.1
Emergency Department	239	893	61.9	210.7	665.0	787.4
Friend/Family	84	303	63.2	212.1	664.2	765.0
Unknown	3461	11576	58.6	206.7	636.4	691.3
Primary Care	822	2666	60.9	198.4	606.6	643.5
Urgent Care	50	117	62.3	212.3	595.0	496.8
Internet Search/Reviews	147	334	63.5	194.6	540.6	442.3
Insurance Company	67	246	59.7	164.9	518.5	605.5
Workers Compensation	106	821	54.4	129.5	458.6	1002.7
Average for All Patients	5071	17345	59.1	202.2	625.8	691.6

