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Medical Lead Generation and Traditional Advertising



Mike Macomber - CEO

Based in Wichita, Kansas, 4MEDIAdvertising builds leads for medical specialty clinics, hospitals and others in the healthcare field. The firm also provides traditional advertising agency services to clients in many other industries and negotiates media buys on behalf of its clients with television and radio stations, plus newspaper, print, and digital marketing and advertising. Along with these services, 4MEDIAdvertising helps clients optimize websites and produces original video content for clients' online campaigns.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Macomber, what is the concept and philosophy at 4Media Advertising?

Mr. Macomber: We are a medical lead generation company. We use television, newspaper and often add radio and billboards to generate leads for medical clinics to increase patient volume. We buy a variety of media commercials and ads that directly influence potential patients to call a phone number for more information. A call center takes those calls and forwards the leads to the client's clinic for scheduling. By tracking this critical information, we can develop the actual cost per lead or call. We do that very well.

4MEDIAdvertising is also a traditional advertising agency that develops campaigns for businesses from all niches. One major reason medical facilities like and choose 4MEDIAdvertising is because we do not require contracts and retainers, typically required by large advertising agencies.

When companies begin doing their own marketing, they tend to steer away from things they do not understand, and television is a perfect example. It's complicated. There's not a set-in-stone advertising rate card like you would receive from the local newspaper for example. A TV rate card provided directly from a station to an advertiser reflects rates a station would likely charge only under optimum market conditions such as elections or cyclical high demand times of the year, like spring and Christmas. That's why it is advantageous to have a media negotiator on your team who has actually worked at a TV station. A professional media buyer will make a company's media buys more cost efficient and campaigns more effective.

CEOCFO: Was the medical focus a deliberate plan or was it more opportunistic for you?

Mr. Macomber: It was opportunistic. When I launched 4MEDIAdvertising LLC in 2008, many traditionally lucrative advertising categories were cutting back spending. However, at the same time, the previously dormant medical advertising category was making a dramatic comeback and I acquired the media buying account for one of the state's largest hospital systems located in Wichita.

The hospital leadership liked 4MEDIAdvertising. They were not required to pay a dime for the 30 years of experienced buying expertise that we brought to their aid. Administrators and hospital marketing staff knew they had an employee who worked on behalf of the hospital, but was paid by the media vendors that they purchased through 4MEDIAdvertising. Paul Petite, V.P. of Marketing for Wesley Medical Center at that time and now Senior Director of Marketing for Dignity Health in Oxnard, California states, "I trust 4MEDIAdvertising with all my marketing needs and have always been elated with their quality and strategy. Their years of experience and eye on the bottom line results in a positive ROI."

TV and radio stations have a great model that has worked for decades, partnering with authorized agents like 4MEDIAdvertising, and providing them what are most commonly 15% discounted rates. The discount serves as compensation to those agencies for growing new advertisers into TV and radio users. This discount is not offered to direct advertisers, those without authorized advertising agents.

4MEDIA handles a myriad of tasks for their clients without the client making direct payment to the agency for those tasks, such as the negotiation of the critical media buy, handling the barrage of media salespeople seeking to pitch an advertising package, distributing commercials to the appropriate media outlets, checking invoices to make sure commercials have run as ordered, and making timely payments to vendors.

CEOCFO: *Would you walk us through a typical engagement? If a hospital or a clinic were to come to you what would they want you to do? How would start to interact and make it happen for them?*

Mr. Macomber: Let's create a scenario of a clinic that treats peripheral neuropathy. Unfortunately, many diabetics suffer from peripheral neuropathy, a disease resulting in nerve damage and severe pain. Individuals who suffer from neuropathy are usually prescribed drugs to alleviate painful symptoms, yet drugs frequently do not provide a long-term solution. Patients often cannot drive and experience sleep disturbances and other painful effects. 4MEDIA's work brings together patients who seek relief from our clients' clinics and sufferers receive prompt and long term pain relief in most cases. Television is one of the best ways to reach these patients because the 50+ aged audience are heavy TV watchers and typically do not use DVRs. They also usually watch TV news without skipping commercials, greatly improving the chances of them seeing our commercials.

To get a clinic started on the path to TV medical lead generation, 4MEDIA will assess the client's demographic target audience and recommend a weekly spend. 4MEDIA will then produce a commercial for the client, creating the message from client feedback, research and brand attributes as guides for the copy. The client prepays their media buy and production charges for the commercial and the campaign starts airing.

“At 4MEDIA, we are honest, hard working people in an industry that can be very confusing, often intimidating and sometimes unscrupulous. This is an industry that can run through a company's marketing budget fast and not give clients much to show for it. We are value-driven and we are accountable.” - Mike Macomber

4MEDIA places an easy-to-remember telephone number in the television commercial that will be tracked. All critical information is captured so the clinic can call potential patients back at a later time. At week's end, if the client has spent \$2,000 in television time, for example, and 40 calls were generated, the cost per lead would be \$50. That is how our clients and 4MEDIA calculate their return on investment (ROI) weekly.

If a high cost per lead is the result, 4MEDIA will consider other media tactics, try another newspaper, switch TV stations, etc., making prompt recommendations and implementation to reduce the negative results of ineffective campaigns. The goal is to continue to make sure lead generation remains strong.

CEOCFO: *What do you understand about engaging patients that other companies do not or may not?*

Mr. Macomber: Our approach to copywriting sets us apart. 4MEDIA has an extremely talented staff including a creative director that grew up in a family of brilliant advertising writers. Our producer has an incredible creative ability and is consistently able to put himself “in the head” of the consumer and create commercials that motivate people to act!

Another 4MEDIA advantage is our practice of shooting commercials and website videos locally and using a local telephone number rather than an 800 number in our commercials. We also script and create photos or video of our client doctors and this approach separates 4MEDIA from many of our competitors who use canned digital video clips. Canned commercials can be visually appealing but they do not look or feel local, and that's proven to be a problem. People tend to see “glitzy” commercials as network commercials generated elsewhere. Our approach at 4MEDIA centers on creating template commercials for our clinics with localized video and photos inserted creating commercials designed to make the prospective patient become quickly interested and comfortable with this particular doctor and clinic. We want viewers to feel the doctor's “positive bedside manner” through the screen. We want audiences to see how our doctors interact with patients. We shoot video of our doctors interacting with their patients and insert that local video into the template. This approach keeps the price down for the clinic and leaves more of the budgeted funds in the media buy where we feel it belongs.

In addition to television commercials, 4MEDIA produces videos and provides optimization services for clients' websites. Since millions of Americans under 60 years of age use the web to conduct research, we know it is critical for our clients to have professional websites that utilize videos. Videos are persuasive tools that truly help potential patients determine if they are going to like a doctor. A 30-second commercial can make the patient aware of the clinic and an optimized and well organized website with videos further establishes credibility and encourages engagement. The website obviously provides other key details such as how many locations are serving the area, what specific services are being offered,

doctor health grades and profile and payment/insurance plans being accepted. 4MEDIA greatly improves and dramatically increases a doctor's chances of converting a lead to a new patient with the help of our tools and tactics.

4MEDIA as a lead generator, brings all components together to create a successful lead generation marketing partner for our clients including logo and art development, local commercial production, media buying, website development and search engine optimization, call answering services, call analysis and cost per lead reporting. Our overall approach and expertise expressly in medical marketing is what sets 4MEDIA apart from other agencies.

CEOCFO: Do you anticipate an effect on your approach with the advent of the Affordable Care Act? Do you find hospitals or clinics more reluctant to engage or maybe more likely to engage?

Mr. Macomber: Because of 4MEDIA's relationships with various health care providers, we witness many opinions and viewpoints about health care law changes. We believe the most interesting aspect of the Affordable Care Act with respect to a media marketer is the increased number of people who will join the ranks of the insured as a result of this new legislation. This influx is going to make a considerable uptrend in patients seeking new medical providers. Many newly insured have gone years without access to quality care and they will begin to attempt to heal health challenges that have accumulated over many years.

A national challenge is the continued decline in physician compensation stemming from a leaner healthcare system, which is expected to result in a severe decline of experienced physicians unwilling to work for less. As this model unfolds, we expect to see many doctors and medical clinics begin to utilize innovative marketing plans to capture newly insured patients. Undoubtedly, we will all see an increase in clinics providing cash services. As an example of this uptrend, one of our clients, a concierge medical clinic that charges \$100 per month to treat all non-catastrophic, non surgical medical needs, had to stop advertising for new patients two years ago due to the overwhelming volume of new patients. The clinic, in its presentation to prospective patients, instructs their patients how to rework their traditional costly medical insurance model and use the clinic's low cost concierge medical services paired with a high deductible catastrophic medical insurance policy to reduce their annual insurance bill.

Tomorrow's health care may evolve the way of today's car-buying experience. The days of walking onto the car lot and turning your fate of finding the perfect automobile over to an eager salesman are becoming scarce. Now, when most people go to a car lot, they have done much of their own research. They often know approximately what the car should cost. They have looked into the models and how well they perform and they basically just want to test drive, check to make sure the color and accessories are right and negotiate the final price. I think we'll see a similar shift in health care. People will become more responsible for their own health care decisions and will be ready to pay more out-of-pocket if their insurance policy does not cover the specific care or services they need or want.

That's why it is imperative to help clinics and surgeons educate consumers through the use of mass media advertising and public relations, just as the pharmaceutical industry has done quite effectively. Specialty services like spinal decompression, knee arthritis injections to extend the life of the knee and sleep disorder treatment for sleep apnea are prime examples of elective services consumers would pay for out of pocket once they see the direct benefit. Bariatric surgery is another area where a doctor could engage someone in my field to help educate potential patients regarding the tremendous benefit of the surgery, required lifestyle changes etc. An infomercial, for example, gives the doctor 30 minutes to provide prospective patient testimonials from people who've had the surgery. These media tactics have proven extremely effective in getting prospective bariatric patients to participate in educational seminars, one of the first steps in the decision making process for these wary prospects. There are so many people who have had bariatric surgery and no longer have diabetes as a direct result of the surgery. What a miracle of science that someone can conquer a dreaded disease like diabetes with a simple surgery. Obviously, there is a whole new world of health care innovation ahead of us and we are sincerely blessed to be able to help doctors reach the people who need and seek these new treatments.

CEOCFO: Why does 4Media Advertising shine?

Mr. Macomber: Our clinics know we are honest business people. So many of us in business have experienced an unscrupulous vendor. When we become trusted stewards of large advertising budgets, our clients need to know that we are trustworthy, that we design campaigns around their best interests and that we are there to protect their financial investment. We provide our clients complete transparency on how 4MEDIA is going to spend their money. We show our clients exactly how we utilized their budget and provide a return on investment analysis. It's a great match. Plus, clients want to know that we will be right beside them throughout the campaign's successful completion. At 4MEDIA, we are honest, hard working people in an industry that can be very confusing, often intimidating and sometimes unscrupulous. This is an industry that can run through a company's marketing budget fast and not give clients much to show for it. We are value-driven and we are accountable.

To use the diamond industry as an analogy of the television industry, a gemstone might look absolutely perfect to the naked eye. But, under a microscope, one is able to see the flaws in the stone and its true worth to a gemologist would be

quite clear, but not to the remainder of the population. It may be a fake; it may be worthless due to the flaws that are not seen by the naked eye. The TV business is much the same. An advertiser really can't know what they are buying unless someone truly educated helps them buy their media, someone not directly linked to the vendor selling the medium, someone unbiased and neutral, free to choose what path can most efficiently reach the audience the client seeks. This is so important for those seeking to market their goods and services electronically.

When a media buying company such as 4MEDIA works without a contract, they obviously can be terminated at any time. As honest and hardworking as we may be, the thing that keeps us engaged with a client is our continued upward trend in growing a client's business. We are guides trained to navigate a very difficult business terrain. 4MEDIA'S track record shows that 4MEDIA has done an extremely good job in our relatively brief existence and that we understand marketing and advertising. We have retained the majority of our clients and they continue to come.

BIO: Starting my corporate career in Chicago, I worked as a sales executive for several television station representative firms, the longest stint with Blair Television from 1984 to 1992. During my career in Chicago, I represented over 200 television stations, including the nation's largest television markets of New York and Los Angeles. From 1992 to 1996, I sold television sports advertising sponsorships for Kansas City region sports franchises. In 1996, I joined KAKE-TV in Wichita, Kansas and spent three years as national sales manager and served as the sales liaison between the station and the national television representative firm, Petry Television. Next, I spent six years with Wichita's leading news station, KWCH-TV, as regional sales manager. In 2005, I joined TeamMedia, a Wichita-based advertising agency specializing in bulk media buying of television time. In 2008, I started 4MEDIA Advertising, an advertising agency with annual billing of more than \$3 million representing clients in 22 states.



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