

Internet Marketing Management Software for the Medical Industry



Stuart Lloyd - CEO

About DoctorLogic

DoctorLogic was formed in 2013 with a vision to change the way medical practitioners market themselves online. Our digital marketing platform, PULSE™ is our exclusive, proprietary technology that is engineered for the medical industry to manage all aspects of Internet Marketing. The architecture behind this technology has already powered more than 10,000 successful websites in other industries, and DoctorLogic is bringing the technology to the medical industry. Our initial focus starts with the Cosmetic Surgery & Cosmetic Dentistry niche where image, reputation and online education are all critical to the decision making process for patients.

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

CEOCFO: Mr. Lloyd, what is the concept at DoctorLogic?

Mr. Lloyd: DoctorLogic is a vertical market software company that exclusively developed its software products to help doctors manage and enhance their Internet Marketing.

Our proprietary software system was built by doctors for doctors, and it manages websites, mobile, social, reputation, video, lead tracking, analytics, search engine marketing and search engine optimization. The content management system organizes and controls all aspects of a physician's online marketing from a single piece of software.

We are relatively new to the medical space. In 2012, we sold a vertical market software company called ClickMotive that had built thousands of websites in the auto industry to a public company called DealerTrack. The automotive industry is far ahead of the online game relative to most industries. When we left that industry after selling ClickMotive, we decided to target a completely unrelated industry that was behind the curve with online marketing – the medical industry.

In 2013, we started interviewing doctors and dentists, and we quickly realized the obvious need for our proven software products in the medical industry. As a result, we brought a decade of experience and innovation with us from automotive to medical.

CEOCFO: Are doctors, in general, as aware as they should be of the need to be paying attention to all of the marketing areas?

Mr. Lloyd: Doctors are very aware of the need to control their online marketing particularly with the advent of Obama Care and HIPPA Compliancy. Unfortunately, they do not have the time or expertise to handle it even though many of them try to manage it themselves – with limited success. Our software and support fills that need for our doctors. We let doctors focus on being great doctors, and we take over their online emarketing.

CEOCFO: I am surprised that doctors would even think that they should be handling their own marketing and not have an expert such as DoctorLogic take care of it. What do you find when you are speaking with prospective clients?

Mr. Lloyd: Doctors do not want to take care of it, but before DoctorLogic, the medical industry has not offered the software tools needed to let them hand it over to an outside expert.

They definitely understand that they need to find the right expert and the right software. The medical industry is currently dominated by online consultants that use free website software like Wordpress to help their doctors. We actually are one of very few companies in this industry that both owns and controls our software for the doctor's direct benefit.

I believe that the changes in healthcare and HIPAA compliancy have created an environment over the last few years where doctors now know that they must take Internet Marketing seriously. There is profit compression, more competition,

and more people entering the healthcare marketplace. There is going to be more supply of consumers that have insurance coverage.

Our software makes it possible for doctors to double or triple the size of their practice and take advantage of the chaos created by rapidly changing technology coupled with stricter federal and state healthcare regulations.

CEOCFO: *What do you understand about the process of marketing for doctors that perhaps other companies do not?*

Mr. Lloyd: DoctorLogic has a unique value proposition because we completely control all of our software which enables us to change as fast as the Internet changes. It is that simple. We future proof the doctor's websites from day one because change is built into the equation.

If you look at the medical industry today, about 75% of all websites are hosted on a free, third party tool such as WordPress. While these are fantastic tools, they were not built exclusively for the medical industry. Because we have taken the time to spend millions of dollars to build a medical specific platform, we can make changes faster, better and smarter for these doctors. As Google makes algorithm updates and Internet technology continues to change, we can change it in one place and our doctors immediately benefit from those changes online.

Physicians whose websites are hosted on other platforms have to ask their provider to make the changes one at a time, which takes a considerable amount of time and money to implement. This makes it very hard for other companies to compete with us. As we get bigger, we get faster. As they get bigger, they get slower.

“DoctorLogic offers the medical industry’s newest and most advanced software platform for hosting websites for doctors and dentists. Our product was built by doctors, for doctors. Our websites offer sustainable search engine success because they are designed to automatically stay up-to-date with Google. Our websites feature responsible, responsive designs that are not only stunning to look at, but they also allow our doctors to win with a ‘mobile-first’ strategy while maintaining high-conversion rates. For these reasons, we are a great fit for any doctor looking to organize, manage and enhance their Internet Marketing.” - Stuart Lloyd

CEOCFO: *What would a typical engagement be for DoctorLogic?*

Mr. Lloyd: An ideal scenario is to target the private-pay (non-insurance) side of the medical industry, which would be a lower reliance on insurance and higher margins for doctors. Private-pay would include plastic surgery, cosmetic surgery, cosmetic dentistry, dermatology, orthopedic, fertility, bariatric, pain management, spine care and Lasik type medicine.

After establishing a foothold in private-pay medicine, we will drive inward towards pediatricians, hospitals, assisted living centers and other insurance-pay medical practitioners.

When we are talking to one of these doctors, we are trying to win 100% of their Internet Marketing business. We would only be interested in taking on a controlled amount of doctors per market for each of those different medical specialties. Because we are very selective, we want to get doctors that are willing to give us their websites, mobile, search and social. Together, if we control all of it, we are better able to pull them ahead of the local and regional competition.

CEOCFO: *When you are speaking with a potential client, is there an “A-Ha” moment when they realize the wisdom of your offering?*

Mr. Lloyd: I would say that we do have that appeal. The key here is that it is very easy to show them how Google looks at the quality of their website today. We can immediately take them to clients we already have and show how vastly better and different we are performing on Google using only “white-hat” SEO and PPC techniques.

In a sense, we have written a software tool designed to adapt to Google's preferred algorithms and best-practice standards – both ethically and quickly. We want to make sure that each doctor can have hundreds of pages of meaningful, relevant, deep linked localized content that contains long tail keywords about the doctor's actual products and services that consumers are searching for on Google.

For a dermatologist, everyone wants to do well for skin care products but we want to do well for much deeper keywords that are farther down the purchase funnel. Once we can show a doctor how deep and keyword rich our sites are and how well Google likes these sites from a quality score perspective, then it is very easy to win them over quickly.

CEOCFO: *When a doctors signs on with you, do they have much input in the process?*

Mr. Lloyd: They definitely have total input. I would say that we try hard to protect the doctors and guide them to make the right online decisions. In a perfect scenario, we are in charge of the design and content process. The websites and

marketing are completely custom, and while it is up to the doctor to help finalize that process, we make sure these components fit into a high converting website design.

We just want to make sure to keep them on the right track and the right course as they get approached by countless other vendors trying to sell them “search engine magic” as opposed to our “search engine science”.

CEO CFO: Are you able to influence things like the package they use for the patient portals and the way they disseminate information to their patients? Are you able to reach that deep?

Mr. Lloyd: Our goal is to get our doctors more leads and more quality consultations. If we can't get a doctor more low-funnel consultations that are ready to buy their services and procedures, we are just going to make them busy.

We are very specific about getting them the best lead for the most profitable, low risk procedures. That is the first phase. Once we begin working with any doctor, we track everything related to their online marketing. We channel online leads directly into their patient management software and EMR accounting software, so that from the moment they hire us, all they have to do is turn it on, approve it, and those extra leads are flowing right into their office coordinator from day one.

At the end of every given month, we analyze what these leads are doing for the doctor and whether we are actually improving their ROI and then adjust accordingly.

CEO CFO: Are you able to work on customer reviews, comments and recommendations?

Mr. Lloyd: Our philosophy on customer reviews is that Google, Facebook, Yelp, Vitals.com, and other review sites do not want third parties building reviews for their doctors.

They want consumers doing reviews. As a result, we will not write any reviews for our clients unlike some of our competitors.

What we do for the client is ethically manage the process and track every review. We give them updates and notices and let them know about all reviews that are occurring, and we teach them the right way to manage their own reviews. We do the same thing with friends, followers and likes across all social media platforms.

We believe it is unethical and inappropriate to get likes, reviews, friends and followers for our clients. We want them to do it with their own patients and customers. We just use our software to make it really easy for them to manage that process.

CEO CFO: How do you reach potential doctors?

Mr. Lloyd: We have a history how we do this in other industries. First, we always start with a group of flagship pilot doctors. We collaborated with those pilot doctors for a year while developing the final software product by doctors for doctors.

We literally camped out inside their practices. We receive exclusive access to how they do things. We watched consultations. We filmed procedures. We build our own medical industry content and understand each medical specialty.

By doing it this way, we get very good at understanding each medical specialty, and we then make the appropriate tweaks to our software during the pilot period.

Once the product is perfected for an industry, we are willing to begin taking orders nationwide. Usually it is easy with word of mouth in the medical community to get a decent number of new clients in any particular specialty. We have moved past that point and earned a great reputation with our pilot doctors. We are now at the point where we are starting to expand a national sales force and attending all of the appropriate trade shows for each medical specialty.

CEO CFO: What is the plan for the next year or two?

Mr. Lloyd: I think the next step is to continue to fortify the product and pull it farther ahead of the competition. We are now getting incredibly positive analytics out of our doctors while growing our monthly recurring revenue basis.

We have big goals for this company, and we certainly envision ourselves as becoming the leading Internet Marketing software company for the medical industry over the next few years with a substantial portfolio of doctors.

CEO CFO: Put it all together for our readers. Why pay attention to DoctorLogic?

Mr. Lloyd: DoctorLogic has the medical industry's newest and most advanced platform for hosting medical websites. We had four primary goals with this product offering.

The first goal was to build the product by doctors, for doctors, and we have achieved this goal for our doctors.

The second goal was to build sustainable search engine success where our clients do not have to keep paying for changing to search engine optimization. The websites optimize well on Google, and they automatically stay up to date with Google's constant algorithm changes. Based on the statistical success of our websites, we have achieved this goal already.

The third goal was to build responsible, responsive website designs that automatically detect all devices while maintaining high-conversion rates with stunning design standards that are completely editable with our software tools. We have achieved that goal as well.

The fourth goal was to have a mobile-first strategy now that about 60 percent of all traffic is coming from mobile and tablet devices. It is our goal to make sure our doctors win their mobile strategy.



DoctorLogic
5700 Tennyson Pkwy, Suite 200
Plano, TX 75024
888-499-4477
www.doctorlogic.com