

# **Integrated Marketing Strategy for Henry Vinson and Manual Osteopathic Therapy**

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Henry Vinson

[www.HenryVinson.com](http://www.HenryVinson.com)

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**Table of Contents**

Title Page	1
Abstract	3
Background	3
Marketing Strategy	4
Public Relations	4
Appointment Card	5
Website and Social Media	5
Direct Mail and Flyers	6
Signage	6
Conclusion	7
References	8
Appendix	10
Flyer	11
Invitation World Osteopath Day	12
Appointment Card	

## **Abstract**

Manual Osteopathy utilizes many therapies. To help clients understand what manual therapy offers them, a variety of marketing strategies need to be used. A basic instrument is the appointment card. It will help create a brand. A handsome photo of the practitioner will draw the client's attention to him or her. There will be ample room for the appointment with the address and time. From the front desk a flyer can be given the client which lists services such as manipulation, exercises, Tens, message, ultrasound, diathermy, and electrotherapy. To check up on clients who completed therapy direct mailing can be used. The smiling photo of the practitioner asks how are they doing and suggested they return for a wellness check. All the basic information can be found on the web site. Ease of making appointment is crucial. For public relations an open house is planned for National Osteopathic Day complete with brochures, light refreshments, demonstrations, and giveaways and prizes. If the office is close to a bus stop, outside singe can advertise practice location. Email can be used to keep in touch with clients. All must be part of the integrated marketing strategy.

## **Background**

Osteopathic medicine utilizes a comprehensive and scientifically based school of medicine. Osteopathic philosophy unifies the organization and scientific knowledge to care for patients. Physical, mental, spiritual, and emotional aspects of a person are part of the treatment. Andrew Taylor Still MD (1828-1917) worked hard to improve 19th century medicine to include health and wellness. He studied anatomy and physiology to make better judgements and diagnoses because he knew that the practice of medicine could be improved. He made significant improvements over his long life. He taught his first class of osteopathic medicine in October 1892 with 18 students. The American School of Osteopathy included women as well as men which was welcome to women of the 19th century who which to pursue medicine. By laying on the hands, Dr. Still promoted manipulation which is used today. Encouraging patients to avoid strong drinks and drugs such as cocaine and heroin, he promoted health and wellness. As a lifelong learner, he continued to improved manual therapy (Still, 1899). Doctors Schnucker, Northup, Korr, Downing, Smith, followed in his footsteps to give the world a philosophy that may be a guide to the future (Gevitz, 2004).

Osteopathic philosophy considers the body as a whole and that the body has a natural healing power. The body can cure itself. It is a beautiful philosophy. It promotes daily attention to diet and exercise and less attention to medication. It is best to not smoke, drink, or use drugs. Good health is intentional. It must be part of a daily routine and osteopathic practitioners should be good role models. Osteopaths grasp five models:

1. Biomechanical will help alleviate somatic dysfunction and return health and vitality.
2. Respiratory-Circulatory will remove mechanical blocks to circulation and respiration. Clients feel much better following manual therapy.
3. Neurological will restore sensation and reduce pain. Many workers and older people suffer from low back pain and are vastly improved with this therapy.
4. Metabolic-Energy will restore metabolic processes and reduce inflammation and infection.
5. Behavioral will assess and treat the whole person. People develop diseases when they are sad or anxious. The osteopathic physician can greatly assist the client into feeling better (Cole, 1987).

Because manual therapy has much to offer patients with pain and disease, the manual osteopath needs to help them understand the benefits. An integrated marketing strategy will inform the patients about diverse care using manipulation, heat, cold, Ultrasound, exercise, and wellness philosophy. Marketing will enhance the practitioner's practice. Integrated marketing strategy will explain to the community many services that the practitioner has to offer.

## Marketing Strategy

Just as a practice develops a strategy, there must be a marketing strategy to attract and keep clients and patients. To find a client it is best to know and understand what the client needs. If you practice in an area with senior centers and geriatric stores, then it is good to attract older people and carry canes, orthopedic shoes, and services attractive to them. If you practice near a college offer sports drinks, nutrition counseling, sports evaluation and treatment, athletic supports and knee braces. Understand what young people need from athletic injuries. If you treat children, have toys in the waiting room, visit toy factories, and have toy libraries. Know your patient and patient needs. Market to that market sector. Let your web site showcase your practice. Young people like to interact. Permit web patients to voice opinions ([www.bitefootwear.com](http://www.bitefootwear.com)). An integrated marketing strategy will bring together the elements to inform a practice of the services that are offered.

## **Public Relations**

Public relations can introduce the new manual osteopath practitioner to the community. Public Relations is a set of techniques and strategies related to managing how information about an individual or company is disseminated to the public especially the media (Investopedia, 2021). It is the practice of deliberately managing the release and spread of information between the individual and organization and the public (Roos, 2008).

World Osteopathic Day celebrates Osteopathy and gives the practice an opportunity to inform future clients and patients about the practice. All over the world June 22 marks World Osteopathic Day and a golden day for public relations. Have the practitioner welcome the visitors and shake hand. People like the common touch. Introduce yourself and smile. It puts people at ease. They will trust you at the osteopathic clinic on World Osteopathic Day offer food and light refreshments. It is a good time to demonstrate what services you provide like manual therapy, electrical therapy, thermal therapy, Ultrasound, and exercises. Hand out flyers that describe your services. To stimulate interest, draw for prizes. Place your clinic in a positive light. The appointment cards and flyers need to have the same look with the same message.

## **Appointment Card**

An appointment card is a 2"X 4" card to help your clients remember you, the office, and the date of their next appointment. When clients take the appointment cards with them, they take part of the office with them. They take a handsome photo with a practice name and address. It is the same photo that will be on flyers and websites. A smiling photo needs to be professionally done, and it will connect with the clients (Stationeryhw.com).

It is not necessary to overload the card with information. In addition to the professional photo, it needs to have the name of the practice such as Henry Vinson Manual Osteopathy, address, phone number, email, and website address. High quality printing will produce memorable card. (Appendix 1). Custom printed appointment cards cost as little as \$17.99 per 1000 (GotPrint.com). Many companies offer a variety of templates, colors, and background. It is best to choose a card that looks professional. Always carry appointment cards with you and offer them freely to prospective clients as an inexpensive way to gain new patients. Even the color scheme matters. Color coordinate the card to the office décor. Make the card professional and memorable.

## **Website and Social Media**

Websites increase exposure of their clinics. An osteopathic practitioner names the Web site based on the clinic name such as Henry Vinson Osteopathic Clinic. A website is a collection of pages and related material identified by a common domain name such as Henry Vinson Osteopathic Clinic. On the Internet are numerous examples of "Create Your Own Website" ([www.godaffy.com](http://www.godaffy.com)).

With ease the client should be able to make an appointment and know the location of the clinic and phone number. A photo of the practitioner should be on the face page and a listing of services such as manual therapy, wellness review, chronic pain therapy, and exercise series. In the appendix is a sample of the appointment card which is clean and efficient and can be a model for the Web page. On other pages, photos of the staff and diplomas listing credentials should be displayed. Hire a professional IT company to design the clinic's Web site. It must be clean and easy to use and accessible by smart phone and table (Evans and Mckee, 2010).

Include events such as World Osteopathic Day and open house. Place articles about successful treatment of back pain and knee injury. Many clients will offer testimonials about good treatment and how pleased they were with your services. Indicate professional groups such as National Osteopathic Association or Chamber of Commerce. Display photos of the practitioner and members of the staff at events in the community. The Website will keep your name alive in the community. Communicate with social media such as Facebook, Twitter, and Instagram ([www.tribe.so](http://www.tribe.so)).

Social Media are interactive technologies that allow creation or sharing or exchange of information, career, interest or other experiences (Welman, 2012). Though there are 10 common social media sites, the practitioner should choose three and keep up with them such as Facebook, Twitter, and Instagram. Much useful information can be gleaned from social media. Problems can be identified and solutions made. It is worth the time to follow the Facebook account.

### **Direct Mail and Flyers**

A manual osteopathic practitioner can obtain name recognition by using direct mail in the form of flyers. Direct mail, also known as junk mail, is the delivery of advertising material to recipients of postal mail. Department stores, restaurants, grocery stores, preapproved credit applications, and furniture stores send circulars and flyers for the purpose of generating business. Among the big users of direct mail are political candidates who yearn for name recognition (Stone, 2008).

By using a flyer, a manual osteopath can introduce his or her clinic to the community. By including a recent professional photo, the community can learn to recognize the practitioner as well as his address, website, email, and phone number. The flyer must look like the appointment card and all aspects of marketing. Businesses commonly send circulars, CD's, to introduce new services or new sales. In the neighborhood of the osteopathic clinic, the letter carrier will deliver the flyer to postal recipients both personal homes, business and individual post boxes. Because the flyers are unaddressed they will be widely delivered. The appendix demonstrates a catchy flyer complete with the handsome photo of the practitioner. Looks matter. The content will list services such as manual therapy, pain management, and wellness examinations (Kelly 2015).

U.S. Postal Service offers bulk rate as well as Every Door Direct Mail, also known as EDDM. It helps deliver the flyers quickly and efficiently. It is reasonably priced and helps target delivery (EDDM, 2021).

The flyer is an inexpensive way to introduce services that clients need. If the area is industrial, many workers will suffer from back pain. A list of services that will reduce pain is a good idea. If the many old people live in the area, it is beneficial to list services that older people will use including manual therapy, canes, orthotics, heat, and message. At the beginning of a practice, the osteopath can hand deliver flyers to the community where the practice is located. Going door to door is an old but effective marketing strategy to get to know the community.

### **Signage**

Signage is the use of signs and symbols to communicate a message. Signs can be visual graphics created to portray information to a given audience. (Collins English Dictionary 2003). It can persuade the audience the merits of a product. For a practice of manual therapy, signage can list the content, address, and practitioner (Caloric 2007).

Spread the word with your information on a large sign outside your building, on a bench, or on a bus. Give the same information as your flyer or appointment card. Use the same graphics and colors. Coordinate the text. Advertise your services such as manual therapy, message, exercise programs ultrasound, and electrical therapy (Vistaprint.com)

A custom sign will signify the entrance to the building. It will be eye catching. A unique custom design will match your upbeat style. There is no need to use a generic and possible boring style when you can design a custom sign. Use it as an opportunity to display your name and address (Smartsign.com).

If your office is close to a bus route arrange to put your name and address on a bench. Ask questions. Back hurt? Feel bad? Come to the clinic. Let manual osteopathic practitioners help you (gotprint.com). Brief phrases catch the attention of passersby. Some cities permit your sign on a bus which will integrate well with signage on a bench. It is best to use a smiling photo to entice prospective clients.

### **Conclusion**

Integrated Marketing Strategies will help promote the manual osteopath and his practice. With every marketing instrument such as appointment card flyer, direct mail, signage, email, website, social media, invitation the professional photo will help familiarize the community and client with the practitioner. It is important to coordinate the message and appearance. As the practitioner gains knowledge of the community, he can target the needs through the flyers, public relations, and website. Consistent attention to detail will strengthen the brand, appearance, and practice. Integrated Marketing will bring the message together and help build a practice for the manual osteopath.

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## **Appendix**



Hello, my name is Henry Vinson, a manual osteopath. I wish to welcome you to my practice located at 2625 Gilbert Ave., Cincinnati, OH 45206. Please call 513.503.6000 for an appointment.

***Services Offered:***  
***Acute Pain Evaluation***  
***Chronic Pain Treatment***  
***Wellness Evaluation***  
***Wellness Care***  
***Variety of other services.***

Please come and you will be pleased with the care I give.

**Henry Vinson**  
**Manual Osteopath**  
2625 Gilbert Ave.  
Cincinnati, OH 45206  
[www.HenryVinson.com](http://www.HenryVinson.com)  
Telephone 513.503.6000



*You are invited to world osteopath day June 22, 2021*

## **OPEN HOUSE**

Henry Vinson Manual Osteopath

Come for food, fun, demonstrations, prizes. Happy, cheerful staff to answer questions.

Henry Vinson Manual Osteopath  
2625 Gilbert Ave., Cincinnati, OH 45206  
Telephone 513.503.6000  
[www.HenryVinson.com](http://www.HenryVinson.com)



Appointment: \_\_\_\_\_

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