

Case Study: New England Physical Care – New Practice, Crowded Market: How to Stand Out - Defining a niche.

Background: In 2007, following years of study, accreditation and professional internships, Dr. Brian Nathanson opened his own chiropractic practice as a sole practitioner, and in a geographic area loaded with similar, and more experienced, practices. Moreover, this life path is Dr. Nathanson's second career, and completely unrelated to his prior profession. In 2008, Dr. Nathanson realized that the marketing and branding aspects of his fledgling practice needed focus and contacted LGM creative, first to help 'get his name out there' by way of press releases and public relations-type work and, later, for more comprehensive brand development and marketing.

Challenge: Find a point of differentiation for the practice in order to enable it to stand out in a crowded market. Find ways to leverage Dr. Nathanson's newness to the profession as a positive. Begin to develop baseline brand elements intrinsic to unique elements specific to Dr. Nathanson's practice. Leverage these elements and provide additional guidance in order to increase visibility and market share.

Solution: Gaining Notice through Cost-effective Public Relations: At the client's request, our first order of business was the development of a press release. As with all effective press releases, the information had to be newsworthy; interesting to the public and, in order to ensure that it was picked up by the media, delivered as a fully-formed piece, ready to be used out of the box.

Over the course of our conversations and research, we discovered that the decision to dedicate himself to this new field was based on a very personal experience. We recognized the potential of this human-interest element which, when coupled with the specific techniques in which Dr. Nathan specializes, was used to create a remarkably effective press release which afforded his practice prominent exposure in a number of regional publications. In addition, this release nearly doubled his client base.

Recently our client wanted another press release to further his public presence. In this case, again over the course of our conversations, we discovered that Dr. Nathanson had developed a proprietary approach to the treatment of scar tissue in mastectomy patients. Following considerable research LGM creative again developed an in-depth press release that was not only featured prominently in the regional media, but has also led to an upcoming feature in the journal of the American Chiropractic Association.

Guiding Brand Development: In addition, we counseled Dr. Nathanson to consider his public perception from a brand standpoint, and eventually convinced him to name his practice New England Physical Medicine, a convention evocative of a larger and more substantive practice, rather than a one-man operation. This name also opens the door to future growth for the practice without having to make wholesale changes to the brand structure.

Though our research, we also discovered that Dr. Nathanson was trained in a sub-specialty of chiropractic medicine known as the Graston Technique[®], which uses a specialized set of instruments along with a series of treatment protocols to break down scar tissue and increase patient mobility. We immediately realized that this was a good opportunity to put some distance between Dr. Nathanson and his competition. Moreover, because he had trained so recently, and is up to date on the most recent advances in the field, his newness to the profession was turned into a strength, rather than a weakness.

More than just a pretty mark: The Thinking Behind the Logo – In developing the baseline brand elements for the practice, we focused on the concepts of movement, mobility, and both chiropractic and Graston[®]-related imagery in developing the practice logo. The 'spokes' of the final logo are influenced by both the actual tools used in for the Graston[®] protocol, and are also resonant of the curvature of the spine – a more traditional chiropractic element treated in a new way. By assembling this new shape in a wheel configuration we evoke a sense of movement which is compounded by the orderly descending opacities applied to each 'spoke'. Finally, the

supporting typography bridges the classical serif elements of ‘New England’ with the more modern san-serif elements of Physical Therapy. To date this element has been applied to the practice’s business collateral, web site (in progress) and other marketing collateral and has proven to be extremely effective and in terms of public recognition and retention.

While our work with New England Physical Care is ongoing, we are pleased to report that as a result of our efforts the practice has experienced a marked increase in both customer base and revenues, opportunities for public speaking engagements and seminars, and a strong and recognizable public presence as a specialized provider of chiropractic and specialized treatments.

Update: We are pleased to report that as a direct result of our efforts (client’s words, not ours), Dr. Nathanson has just been featured in an interview in the *Journal of the American Chiropractic Association*.