



Brand Building and Authenticity in Medicine

Building a positive practice culture

- Betsy Grunch, MD, FAANS, FACS
- Neurosurgeon
- The Longstreet Clinic, PC
- Gainesville, GA



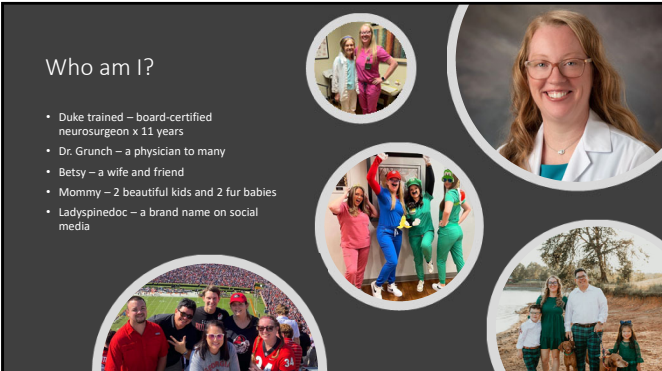


**Betsy Grunch, MD,
FAANS, FACS**

- The Longstreet Clinic, Gainesville GA
• (2013-present)
- University of Georgia, BS Biology (2002)
- Medical College of Georgia, MD (2007)
- Duke University, Neurosurgery Resident (2007-2013)
- Duke University, Synthes Spine Fellowship (2011-2012)
- Board certified, American Board of Neurological Surgery, 2015

Who am I?

- Duke trained – board-certified neurosurgeon x 11 years
- Dr. Grunch – a physician to many
- Betsy – a wife and friend
- Mommy – 2 beautiful kids and 2 fur babies
- Ladyspinedoc – a brand name on social media



What are we here to discuss?

- Being authentic in medicine
- Building a brand
- Investing in your practice
- Marketing to patients

How many of you are on social media?

- How many of you have patients on social media?
- How many of you have children that are on social media?

What type of "influencers" do you want your children to follow?



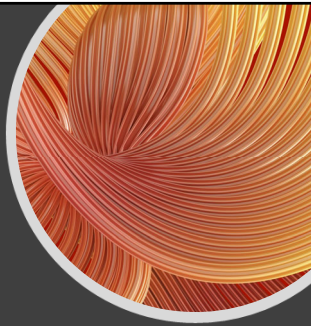
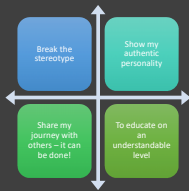
Why neurosurgery?

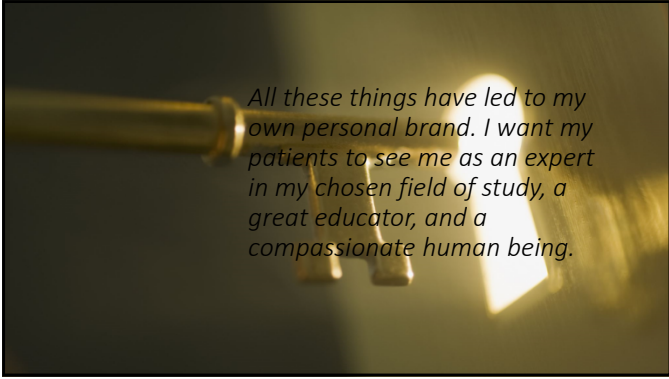


Educational Journey – About me



Why did I start using social media?







Why should YOU use social media

- Free Marketing
- How many people are here at this meeting listening to this talk?
 - How much planning did it take to get here?
 - How many of you are listening to me right now?
- How many people can you reach with a single click

Confidence in yourself

- Comfortable with yourself = comfortable with patient care (5yr)
- Faith in training and skillset
- Trust building with patients – establishing relationship to understand their entire picture



When did I start using social media?

- Pandemic
- September 9, 2021 – first “viral” video

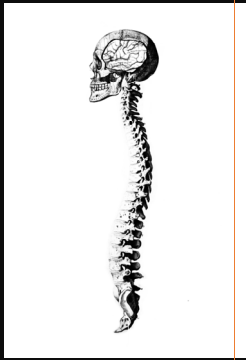
May 2024

- Tiktok – 2 million followers
- Instagram 752k followers
- Facebook 669k followers
- Youtube 177k followers
- LinkedIn 37k followers

- October 2022 hired part time social media/brand manager
- transitioned to full time in June 2023
- **having a person that is a literal extension of you and your brand**
- **let go of control and micromanaging**

Why “ladyspinedoc”?

- Choose your brand name wisely
 - Representation of you
 - Easy to recall for your viewers
- Use the same name across all platforms



Myths – “You must making bank”

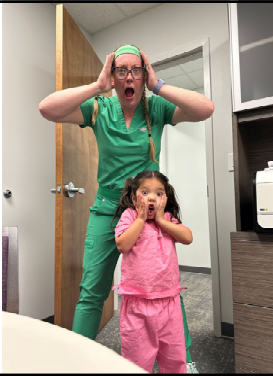
- Creative outlet
- Teaching outlet
- Bring awareness to spine problems
- Inspire the future of medicine (negativity predominates)
- Communicate with other professionals
- Developing future digital patient centered applications
- Working with other brands (in and out of healthcare)






How do I start on social media?

- Check social media policy
- Rule of thumb –
 - how would colleagues see your content?
 - How would patients feel if they saw your content?

How do I get started?



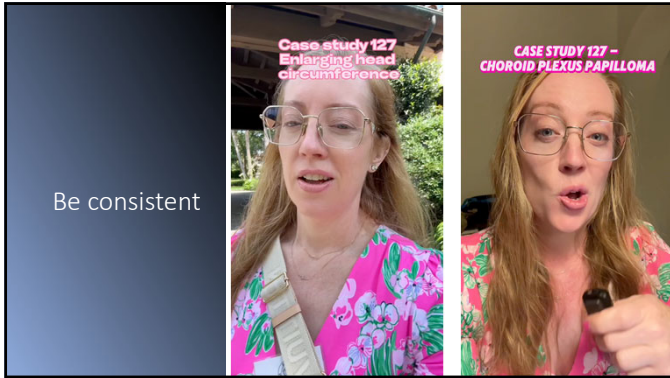
-  YOU HAVE TO CONSUME CONTENT TO CREATE CONTENT
-  WHAT'S TRENDING?
-  BE AUTHENTIC

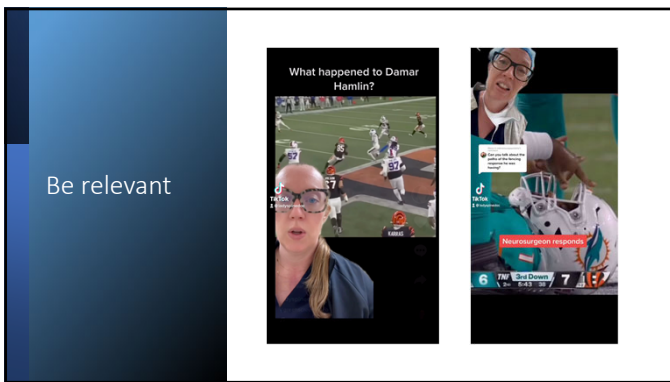
Goals

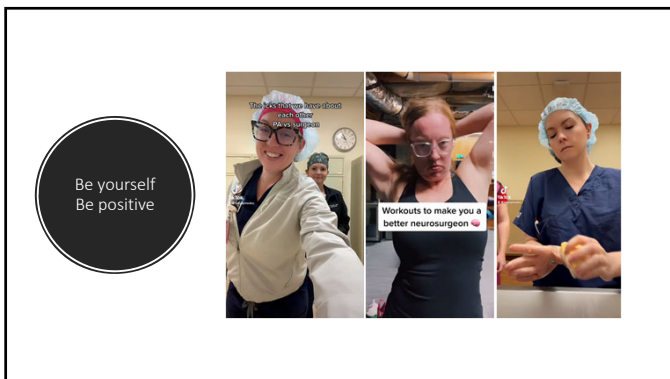
- Who do you want to reach
- Patients and future patients
- Other spine surgeons
- Referral patterns
- The general public

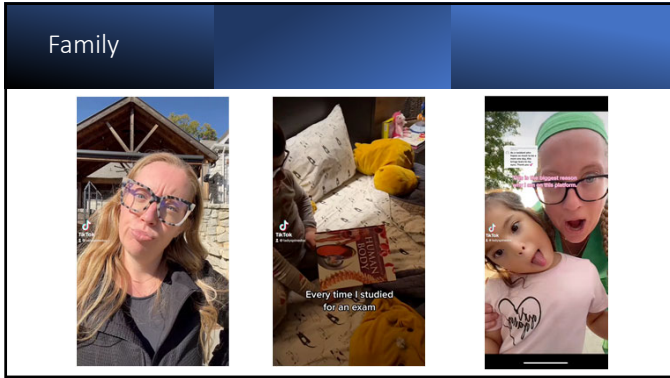
Tips & Pearls

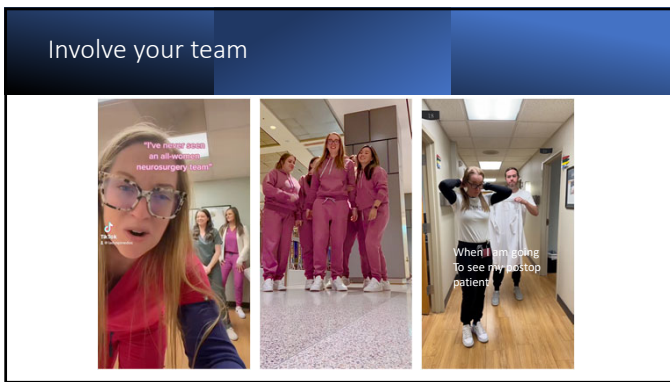
- Be consistent
 - Make a schedule of topics
 - Build a backlog of content
- Be relevant
 - Talk about current issues of concern
- Be yourself
 - Best part about being authentic is that there is no image to maintain
- Be positive
- Consider involvement of your team or family

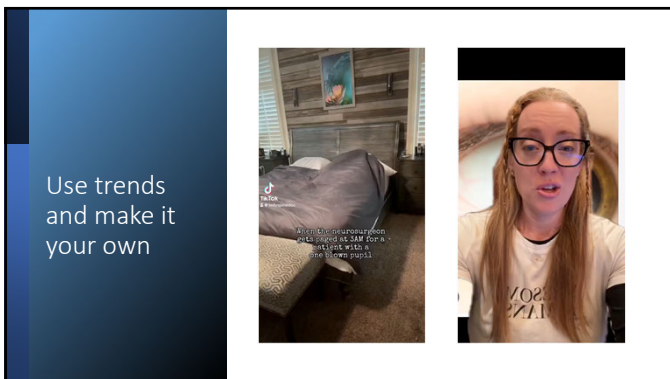













What other tips?

- ITS INCREDIBLY TIME CONSUMING
- CREATE A BACKLOG OF CANNED CONTENT
- CREATE CONTENT IN BATCHES



Benefits?

- Patients already know me before I even meet them
- They have an understood (and unfounded) trust
- They have heard me explain things
- They trust me to have answers

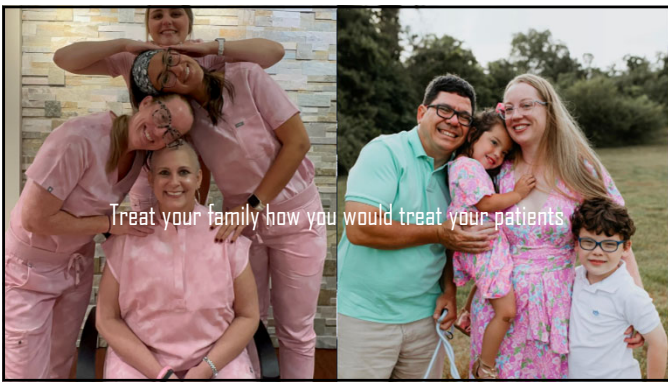


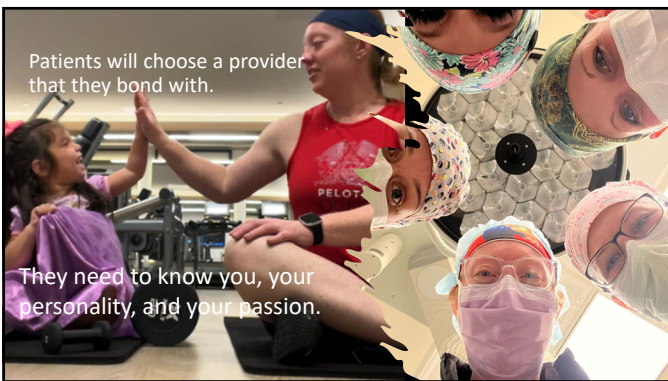
Other ways you can communicate with patients

- Screen record visits
- Record generic instructions for patients
- Send patient specific information

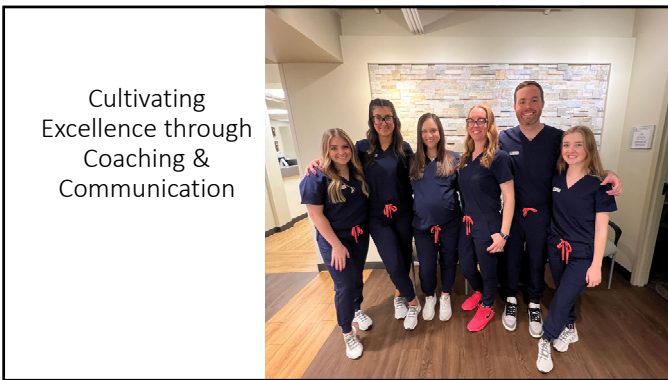










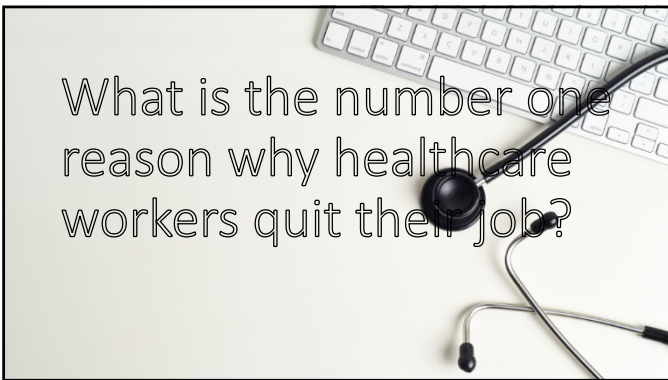


About Me

- Born and raised in Gainesville, Georgia
- Duke trained board certified neurosurgeon, focus on spine
- Multispecialty Private Practice since 2013 (11yrs)
- Social media content creator since 2021




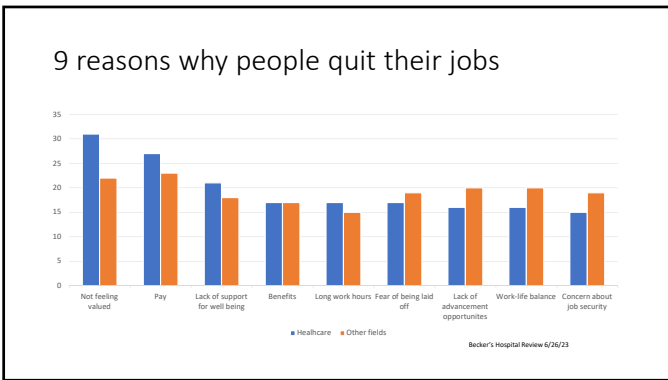







• EVERYONE IS VALUABLE





So how do you coach a team that will help your practice succeed and grow?





Why coaching is important?

Your staff is a reflection of YOU

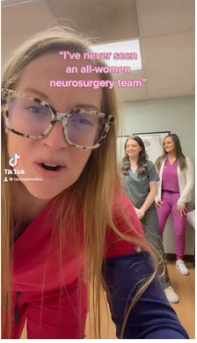
How do you want your patients to be treated?

The patient experience begins the second they call your office to **inquire** about an appointment

You are the LEADER

Successful Practice Culture

- RIGHT fit**
 - Create an environment of inclusion
- NO TOXICITY, NO NEGATIVITY**
 - Educate
 - Elevate
- Referrals**
 - Who will I send my patients to that also have this same mindset
- Open lines of communication**
 - Minimize medical errors
 - Happy patients
 - Quality care



"I've never seen an all-women neurosurgery team"

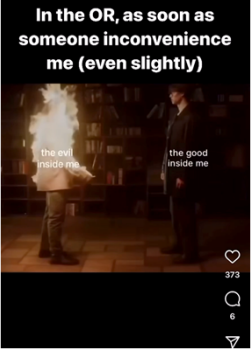
Hiring new staff

- Will they be the right fit?
- Will they be YOUR style?
- Training new staff takes time
- MINIMIZE turnover
- MAXIMIZE satisfaction

How did I do it?

I am a sniper
Experience matters
Trust matters

How do you coach new staff?



In the OR, as soon as someone inconvenience me (even slightly)

the evil inside me the good inside me

How do you coach new staff?

Communicate	Clearly communicate expectations
No Toxicity	Immediately address toxic behavior
Be Direct	If something needs to be addressed – do it yourself promptly
Gradual ease	Allow a gradual ease into the practice
Model Behavior	See how YOU treat patients and problems
Challenges Arise	Discuss how to improve and learn from this obstacle

Communication is key

- Staff meetings as a group
- One on one meetings
- No shaming
- Positive and supportive environment
- These don't always have to be formal meetings





Communication with patients regarding the roles of the team is equally as important

- Explain roles to patients
- Are there platforms that can help you improve upon communication
 - Medical records
 - Sending and receiving
 - How you document
 - Physician to physician communication
- Explain APPs and their role in the diagnosis
 - Patients need to know this the second they make their appt
 - APPs have their own schedules

APP scheduling in an interventional practice

- APPs are not doctors
- Don't get paid the same
- They are not your residents
- They will leave if they are(or feel) overworked/ underappreciated
- LISTEN and appreciate their suggestions for improvement




Why is communication so important?

- Communication develops a sense of trust between a provider and a patient
- Social media can help
- Digital platforms can help
- Patients are more likely to adhere to a physician's recommendations if they understand WHY
 - Reduced visit
 - Improved costs
 - Better outcomes



Why effective communication is important in healthcare






If you join the team, here is a trailer of what you are getting yourself into


How to create YOUR team

- Golden rule




How to create YOUR team

- Matching scrubs – cultivates cohesiveness to staff and patients
 - Lose the white coat




How to create YOUR team

- No one is more important



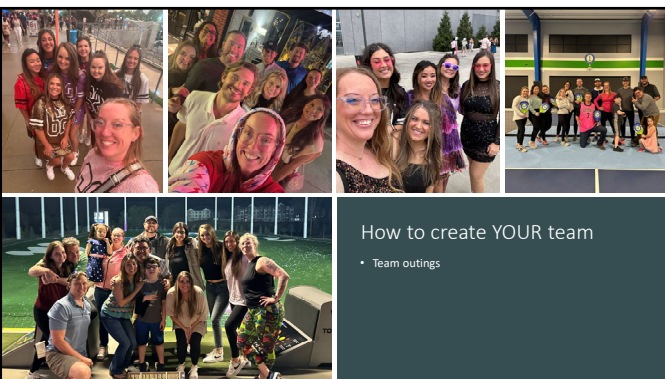
How to create YOUR team

- Support everyone equally



How to create YOUR team

- Team lunches – I always pay




How to create YOUR team

- Team outings












Being a part of the team

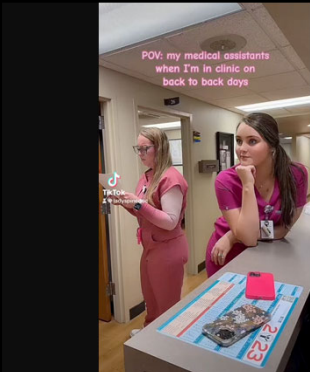
- Celebrating birthdays
- Life events



Change can be hard



POV: my medical assistants when I'm in clinic on back to back days



Obstacles

- What to do if someone doesn't fit in?
- Drama in the office

