

# The Physician Market

The direct referral physician market is the largest untapped market in the TENS industry. The type of physician solicited is of utmost importance. Not every physician of specialty is a good referral source. The dealer needs to solicit physicians that see a significant number of chronic pain patients. Acute pain referrals generate a short term rental business and are generally not profitable. *General practice or family practice is an excellent referral source that is often overlooked.*

The physician market necessitates that you, the dealer, provide a fitting program and employ a fitter. The physician can then, simply, have the patient fitted in his/her office or send the patient to you for fitting. You will follow-up with the patient until he or she achieves pain relief and then send the patient back to the doctor for evaluation and conversion to purchase. When the unit has been converted to purchase, each patient is contacted monthly. A monthly patient management report is generated and sent to the physician and the patient is sent the necessary supplies for an additional month. Third party is billed for the supplies.

An effective dealer program has 60% to 70% of the TENS patients referred directly from physicians.

The following list offers important TENS referral sources:

- Internal Medicine
- Neurologist
- Oncologist
- Orthopedic Surgeon
- Endocrinologist
- Sports Medicine
- Hand Specialist
- Neuro Surgeon
- Osteopath
- Podiatrist
- Rheumatologist
- Surgeon
- Chiropractor
- Dentist
- Pain Clinics