



Applying Blink and Tipping Point

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Tipping Point---Epidemics

- The Law of the Few
 - Connectors, Mavens, Salesman
- The Stickiness Factor
- Power of Context
 - Groups



Blink

- Thin Slicing/Rapid Cognition
- The Warren Harding Error
- Mind Reading
- Too much information



Tipping Point Take Homes

- What small event in your practice, in the profession, in the life of a product, occur and cause an ‘epidemic’?
- Who are the Mavens, Connectors, and Salesman in your practice?
- What can you do to give your practice the stickiness to be resilient?
- What environmental features can we control to ensure a greater impact?



Blink Take Homes

- Rapid Cognition: can we apply the concept of first impression in practice?
- What can we do to avoid the Warren Harding Errors?
- Can we learn to read minds?



Tipping Point points

- By manipulating the size of the group, you can dramatically improve its receptivity to new ideas.
- By manipulating the presentation of information, we significantly improve its stickiness.
- By finding and reaching those few special people who hold so much social power, we can shape the course of social epidemics.



The Era of Word of Mouth...

Even with the limitless access to info, our new world is going to lead us to more and more primitive kinds of social contacts.



Connectors, Mavens, Salesmen

Their role going forward and
concerns about Isolationism,
Immunity in Communication, the
Maven's Role



Isolationism

- Evolution of adolescent society:
 - More money
 - More time to spend amongst themselves and less time with adults
 - E-mail, beepers, cell phones to fill their dead time with voices of peers vs. adults
 - A word-of-mouth world of teen-based contagious messages
- Columbine and similar events



Immunity

- Internet, esp. e-mail
 - Does it make the connector obsolete?
 - E-mail allows for anyone to keep up with lots and lots of people, cheaply and effectively.
- Fax effect (Kevin Kelly)

The Fax Effect/The Law of Plentitude



When you buy a fax machine you are buying access to the entire fax network. The network is more valuable than the machine itself.

The Fax Effect/Law of Plentitude



Traditional economic theory:

Value comes from scarcity

New network based economic theory:

Power and value come from abundance

Social epidemics and Immunity





Immunity

- Flu or measles--you get it, your immune system creates a response and you become immune.
- Telemarketers--we've become immune
- E-mail--are we becoming immune?
 - Does too much e-mail cause us to crave face-to-face communication?



Fax Effect and Marketing

- Magazines glut; TV ad glut
- Where do you go and what do you do when you are so overwhelmed with information? \ Connectors, Mavens and Salesmen



Finding Connectors:

- You don't need to find them, they'll find you.



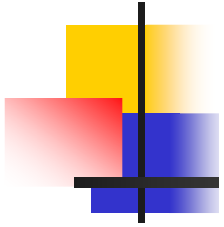
Finding Mavens:

- Maven Traps
 - A way to efficiently figure out who the Mavens are in your world.
- It used to be status, mostly financial that created the greatest influence.
- Now, it's the standing amongst friends--mavens are loved and have the power to fight off immunity and isolation.



Thought question:

- Taking into consideration immunity and isolationism, has the number of patient visits been effected by the glut of marketing, the repetitiveness of reminder cards, the ability to find information on the internet, and the network of on-line chat rooms impacted patient visits?
- Can you find the mavens in your practice? How?



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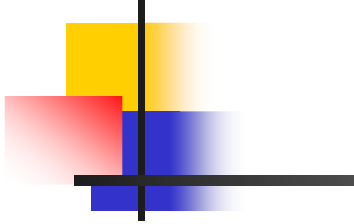


Waiting Room Applications



Waiting Room

- Clients thin slice your practice.
 - What can you do to impact this?
- Your staff are thin slicing your clients
 - What can you do to impact this?
 - How are they doing?



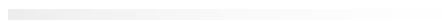
The Context in which we present information



Waiting Area

Exam Room

Handouts-appearance/discussion



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Introducing Lightning McQueen
From the manufacturers of *'The Incredibles'* & *'Finding Nemo'*

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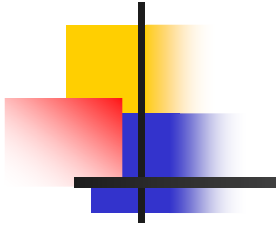


Exam Room

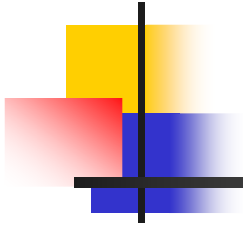
- Thin Slicing
- Lessons from Malpractice discussion
 - Active listening
 - Communication
- Mavens, Connectors



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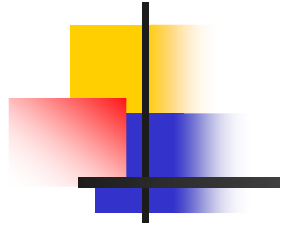


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Medical Case Management

- Rapid cognition
- Algorithms such as Cook County

IKEA Job Interview





Hiring

- Thin slicing
- Mind reading skills



Practice Growth

- Adding staff members
- Adding doctors
 - Patient visits
- New facilities

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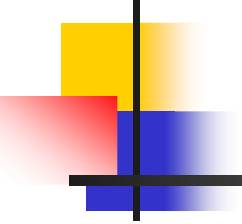
Veterinary medicine

- Mixed animal practice
- Human animal bond
- Prescription flea control
- Vaccination protocols
- Internet pharmacy
- Demographic changes
- Pet Insurance



Take Home Messages

- Nothing is as simple as it seems
- Nothing is as complicated as we make it.
- Veterinary medicine is not as different from the rest of the world as we think it is.
- Learning from outside of the profession gives us a whole different perspective.

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- Blink and Tipping Point are just hundreds of books that are out there that can help us as not only a profession but as a person.



Questions?

Thank you.