

## Unleashing the Power of Biofreeze® Pain Reliever

**By Gary Wakeford, National Director of Sales & Marketing, US Podiatry, Performance Health**

Performance Health is dedicated to helping podiatrists improve patient outcomes with pain management solutions, and improve their bottom line through in-office dispensing. As we do not advocate the sale of Biofreeze® Pain Reliever in retail stores, our success depends on the podiatrist's success with in-office dispensing.

With its strong brand recognition, Biofreeze is widely viewed as the number one topical analgesic in the podiatry profession. Its clinical application and patient benefits create a steadfast patient and consumer base. These loyal consumers will undoubtedly tell their friends about their pain-relieving success with Biofreeze, as well as where they can purchase it, i.e., your practice.

In addition to obtaining new patients thru Biofreeze referrals, we can help you attract potential patients and introduce them to Biofreeze with our enhanced Biofreeze Build Your Practice program. The goals of this free program are 1) to help more patients by simplifying the process for requesting and receiving samples, 2) to help more podiatrists by channeling the patient and potential patient requests received by Performance Health to podiatrists, and 3) to increase podiatrists' "patient touches" at the office level by bringing these two groups together.

Each piece of the program has a specific strategic purpose and works a little differently from the other pieces. To gain the most benefit, we recommend using all of the pieces together:

**Sampling Programs**—With our enhanced online sampling application, we are now able to accept consumers' requests for Biofreeze samples and provide those requests to practitioners in the consumer's local area. When you receive the consumer's request, you simply put together a package with a free customized Biofreeze sample and some great information about your practice. Now you have a very low cost yet very targeted marketing piece and have started a conversation with a potential patient, someone who has already indicated a need for pain relief by requesting a sample.

To participate in the program, you just need to enroll in the Biofreeze Where-to-Buy Referral Service at [www.performancehealth.com/signup](http://www.performancehealth.com/signup) and order a supply of free Biofreeze samples. The Where-to-Buy program supports two channels of access for Biofreeze Pain Reliever. Potential patients looking for immediate purchase can use



the Where-to-Buy online locator to identify local podiatrists who sell Biofreeze. Or if they're looking to first trial Biofreeze, they can request a sample at <http://samples.biofreeze.com>.

Registered Where-to-Buy practitioners wanting to participate in this consumer sampling program can order free product samples at 800-BIOFREEZE (800-246-3733). Many podiatrists have been using Biofreeze samples as a highly effective marketing tool for years. The sample, available in English and Spanish, comes

with one free 3-gram gel sample of Biofreeze Pain Reliever attached. This piece educates your patient about the pain reliever's unique benefits while letting them try the gel for themselves. Biofreeze personalizes the sample with your office's name and phone number to promote your practice.

With the Biofreeze sample request application, registered practitioners can inexpensively yet efficiently expand their marketing efforts.

**In-office Merchandising**—An attractive, free countertop display alerts patients that you sell Biofreeze Pain Reliever and shows the range of products you have to offer—tube, roll-on and spray. Patients, who have every intention of purchasing Biofreeze Pain Reliever after their treatment, can forget to do so before they reach your counter. In-office displays serve as effective reminders.

**Window Decal**—Displaying this allows even those outside your practice to see that you sell Biofreeze Pain Reliever.

**Event Marketing**—Participating in community events is more than just a neighborly thing to do—it's an excellent way to advertise your practice and help more people. Whether you're sponsoring, volunteering or simply passing out samples of Biofreeze at a community event, we can partner with you by donating free samples that are customized with your practice information.

It may be an overstatement to say that Biofreeze products sell themselves, but once people feel the pain reliever working, they want more of it. In other words: they try it, they love it, and they buy it. Consequently, the merchandising and marketing tools in the Biofreeze Build Your Practice program are every bit as effective as the Biofreeze products.

Through retailing Biofreeze Pain Reliever, thousands of practitioners are adding revenue to their bottom line while supporting their patients' needs for pain relief. And we consistently strive to improve our products and program tools to make it even easier for the podiatrist to improve both their patient outcomes and their bottom line. [www.biofreeze.com](http://www.biofreeze.com), 800-321-2135, or [click here](#).