

Interview with Joe Hage

CEO and Founder of Medical Device Marketing Consultancy Medical Marcom

Scott Nelson: Hello everyone, welcome to Medsider, home for ambitious medical device upstarts.

This is Scott Nelson, and for those of you who are new to the program, this is a show where I interview dynamic people that are doing interesting things in the medical device and medtech arena.

On today's program we have Joe Hage.

He is the founder and CEO of [Medical Marcom](#), a medical device marketing consultancy specializing in marketing communication, marketing strategy, lead generation, web development, and social media.

Joe is Wharton MBA and a 20-year marketing professional. He has got a very interesting background, did some very cool things at a previous company before he started Medical Marcom so without further ado, welcome to the call, Joe.

Joe Hage: Thank you very much, Scott.

Scott Nelson: You recently posted a [Twitter Doctor List](#) I thought was really interesting. I had never seen that before, so let's start there.

Joe Hage: I keep an active blog. It's a way I attract traffic and attention to my brand and selling proposition.

I created an Excel spreadsheet. It's downloadable and sortable. It's not like anything I have seen elsewhere because it requires a lot of work and time to put together.

I looked at all doctors on Twitter I could find in the US. People can come to the website, download this spreadsheet, and sort by a doctor's:

- Specialty,
- Klout (that is, how much influence they have in the social media community),
- How many tweets they typically do a day,
- Their location ...

It references their bio ... It's a whole bunch of facts from multiple applications.

I think one of the reasons it really seems to have hit a chord is how much work it took to put together.

Scott Nelson: [chuckles]

Joe Hage: People don't have time for that kind of stuff.

I made it accessible to people who give me their email information, so at the same time I am building a list of connections. And potential prospects – maybe, maybe not.

The beautiful thing about social media and about being in business for myself is I can try stuff.

If it works, great!

If it doesn't, also great – I learned something new.

In the 48 hours since I launched it, I increased the size of my email subscription base by 20%. To me, that's a huge win. I'm really excited about it.

Scott Nelson: Right, and that honestly doesn't overly surprise me, because like I said before, I have never seen a [Twitter list of doctors](#).

Obviously, with amazing content typically comes interest, and so that's very cool.

I am curious about the doctor list. Did you find trends in it? Say, 5% of doctors heavily use Twitter while the rest barely use it? That kind of stuff?

Joe Hage: I found most of them were somewhat active.

A couple dozen have a handle and hardly ever tweet and you can sort the list and see who they are. If you are interested in finding who is in the palliative care part of the industry, you can sort by specialty and just choose to follow those people, so I think it's a convenient tool.

If I may, the implications for your listeners relate to lead generation.

I will just quickly say that I was Director of Marketing Communications for a publicly traded medical device company called Cardiac Science. We sold automated external defibrillators, cardiac monitoring, and rehabilitative equipment.

Each lead could be worth thousands of dollars so it was in our best interests to capture contact information whenever possible on the website – and that's really the selling proposition I have for Medical Marcom.

When people show up at your site, don't squander the chance of starting a dialogue with them and my doctor list, for example, gives me that opportunity.

Somebody has to say, "Hi Joe, I was here."

I don't know why they needed the list, I don't know how they are going to use the list, but I know who they are and I can look at, for example, their domain. So if it's scott@yahoo.com, that's not so helpful.

If it's scott@bostonscientific I can go look up "Scott Boston Scientific" on LinkedIn, see what that person does, and poke around a bit on his site. I may have something that can be helpful for him.

Scott Nelson: Sure, the thing I thought when I saw you post the Twitter list is a piece most medical device companies are missing out on.

Physicians on Twitter they tend to post what they are thinking. You can get a different take on a physician if you see what they are posting on Twitter.

I think the Twitter Doctor List will be a great great tool for anyone in a sales and marketing capacity at a medical device or a medtech company to download.

So they can just go to your website to download that at www.medicalmarcom.com?

Joe Hage: Yes, thank you.

Scott Nelson: Very cool.

So what I would like to do now is learn a little bit more about your background and what you've learned most medical device and medtech companies miss in terms of online marketing.

Joe Hage: I desperately want to keep this interesting for your followers so I will be real short on the bio and you can go to Medical Marcom and you can read all about me.

I am a 20-year marketer, I grew up at Kraft Foods. My last position was Director of Marketing Communications for a medical device company and I really want to applaud my supervisor there who brought me on with absolutely no medical experience.

I had done nothing medical in my career and he basically took a chance with me. He was open to leveraging online contemporary marketing strategies.

I think one of the reasons that I am finding some nice early success with Medical Marcom is I am catering to a woefully underserved niche.

Looking at medical sites in general, it's almost like the Internet has passed them by.

Yes, they have sites, but they are not using the media as effectively as they can.

What I found at Cardiac Science, for example, when we redid our website we increased page views by 253%. When we added multiple places on the site for lead generation, for people to actually get in touch, we created (in a 15-month period) a sales pipeline worth in excess of \$7 million. These are big numbers.

When I am evaluating a prospect, one of the things I will look for is how easy is it for someone to raise their hand and indicate some interest.

Scott Nelson: Repeat that again, I think that's important.

Joe Hage: When I am evaluating a medical device company I think needs help increasing their sales I look to see how easy is it for me to leave my contact information.

I will expound on that because I do think it's an important point.

If you have to find a 'Contact Us' page and it's not easily found either in your primary navigation (and by that I mean the top 5 categories / easy places to click), you are making it too difficult.

If when you go to the 'Contact Us' page, the 'Contact Us' page is about you and not them you, are missing out on an opportunity.

For example, if I just want to find out about your stress machine, you don't have to ask me for my physical address. What does that have to do with 'I want information about your stress machine'?

I don't want you to mail me anything.

I don't need to tell that I work for a hospital or I'm a primary care physician.

I just want to know about the stress machine so let me give you my email address so you can send it to me.

It's incumbent on you, the manufacturer or medical device marketer, at that point to make something fruitful from that email address.

On my website (and I have done some testing to get me to this place), the only piece of information I ask for is your email address.

I don't even ask what your first name is.

I don't worry about later on when I want to send you an email I have to say 'Dear Scott.' If you don't give me your relevant email address I can't send you the information that you want, so you are inclined to give me something a valid address.

You can unsubscribe later as well. I make it very easy for you: Just tell me how to email you. It's incumbent on me to write you back.

I'm not talking about Exact Target and all these other fancy applications that have an automatic response so that whenever somebody fills in the field they automatically get this campaign, one after another, after another, after another.

Each prospect for me is potentially worth tens of thousands of dollars. I can take the time to find out about Scott Nelson, do a little research – 10 minutes worth – and write a relevant, personal, timely email back to you.

Scott Nelson: This arena is so much different than traditional internet marketing because the lifetime value of a in the device base could be worth thousands, tens of thousands, even hundreds of thousands of dollars so you are saying once that customer enters just that simple email address maybe that pulls to a team that then has the capacity to write a very personalized email to that person, getting in touch with them etc. is that kind of what you are getting at?

Joe Hage: Yes.

Scott Nelson: Okay that's a great point, that's a great point.

I was just going to ask you, what about auto-responder campaigns?

Joe Hage: There is a role for auto-responder campaigns.

There is nothing wrong with, you know, once they sign up they get a welcome email of some kind but that's also not to say that it doesn't deserve a specific personal follow-up.

Now, mine is a small shop. People expect to hear from me. That may not be the case of a major company, but there is certainly nothing wrong with the Director of Vascular Sales for the Western Region to write you back.

I have a funny story to share back a job or two ago.

I wrote a campaign that helped retain clients and I wanted to actually put the name of the head of the person of that group and that person's email and that person's phone, in fact, his cell phone and he was like, "What are you out of your mind? You are going to send my cell phone out to 20,000 people?! I don't have time for this blank blank blank."

Now, let me ask you, when was the last time you did call somebody because they put their phone number on the bottom of a piece of written mail?

Now that's rhetorical. There will be still a dozen phone calls, but what if these dozen phone calls are from prospects *worth tens of thousands of dollars*?

You have time for that call?

What's more is – if you think about it – if I put the CEO of your company's cell phone number on a piece of paper and I distributed to everyone, who would have the *audacity* to phone the CEO of a company on his cell phone without a really, really good reason?

And that really, really good reason is reason enough for that person to take the call, otherwise the caller completely shoots their credibility and any chance of doing whatever it is they wanted to do with the CEO.

What is the point of the story?

The point of the story is show how incredibly accessible you are and people will self-select who really needs to talk to you, because everyone is busy.

Don't be afraid to put yourself out there.

Scott Nelson: That's a great ... that concept of almost making the CEOs cell phone available and media thinks, you are probably familiar with [Robert Scoble](#) the big tech kind of...

Joe Hage: Of course.

Scott Nelson: You know, guy that does interview on tech start-ups and whatnot.

He puts his cell phone on his blog and he encourages people to reach out to him and he does it for a reason because most people don't.

They would rather shoot an email and of course his inbox is probably just jam-packed but no one actually takes the time to call him.

That's a fascinating point. Medical device companies should operate with that mindset that they should open up things to the point where the CEO should literally provide his cell phone number...

Joe Hage: And I don't think that's the right strategy for everybody. You know, I don't imagine Jeff Immelt (CEO of General Electric) wants personal calls from uptight shareholders. I think you get the point I am trying to make.

Scott Nelson: Sure, sure.

I wanted to get into a little bit ... **what are most medtech and medical device companies missing in terms of marketing?**

Joe Hage: I just had a conversation with a publicly traded medical device company earlier this week and he said, you know, "What is the first thing you would do for us?"

He was kind of evaluating my services and I said, "Well, you know, I haven't spent the time doing the due diligence just yet but I would say the model for marketing, especially in the B2B space, is turned on its head with search engines.

People don't want to be marketed to.

Instead they will find out information on their terms and the way that they do that is they enter "their terms" into a search engine (usually Google).

Say I am looking for vascular equipment. How do you rank?

The term SEO and Search Engine Optimization sounds like voodoo to people ... like a made-up industry. I am going to get people sucking just up my budget? What am I going to get for it?

I really believe it is **the most important thing you can do**: Be where people are when they are looking for you.

It's like if you want to have a diamond jewellery place in Manhattan, you will want to be in the Diamond District because that's where people are shopping.

You can save a lot of money having your place in Queens but you may not attract the kind of traffic you want. Think about the lifetime value of a customer, what each customer is worth.

Calculate what you'd be willing to spend to acquire a customer and make sure that if somebody does click through, they go to a relevant place ... do not send everyone to your homepage.

If you are talking about stress machines, for example, make sure they land on your stress system category. Don't make them go looking around.

Have something on that page that engages them, that gives them a reason to give their contact information.

And remember the barrier is high.

People don't want emails. Email is homework for people.

So maybe put in a guarantee 'I am not adding you to a list.' That yours is one-to-one communication.

On Cardiac Science we added a form, we called it a 'Short Form' on the product pages. It was something like 'What's your name? What's your email? What are you looking for?'

It's as open-ended as that and one of the early pieces of feedback I got was, "Well Joe, we are not getting leads on this, some of them are just, you know, really wanting to talk to customer care."

And I said, "Good! We are here for our customers so whatever the customer is looking for, make it as easy for them as possible."

So number one, don't dismiss the next person who says, 'Oh, SEO is important.' It's *vital* important and make sure that when somebody gets to your sight, you have engaging content and a reason to offer your contact information.

I mean, if you were to stop the interview right here, that would my main message.

Make sure you can be found.

And when you are found make sure you are relevant, engaging, approachable.

Give the information they are looking for and give them a reason to tell you who they are.

Scott Nelson: I'm just writing these notes down because it's really, it's actually really good stuff.

So SEO is important or, in other words, make sure you can be found and then make sure your content on your site is relevant, engaging, approachable and make sure you are giving, whether to a customer or a prospect, a reason to submit their information that we said.

Joe Hage: Yes, to just raise their hand and give their email address or call you or whatever.

I had a prospect call me yesterday and I said, "How did you find me?" and he said, "I typed in medical marketing and I found that to be a terrific mess."

Scott Nelson: [chuckles]

Joe Hage: "There were things about 'Make your practice better' and all these things that were really irrelevant to me so I went ...

... and I self-selected ...

... and I narrowed my search criteria and I called it 'Medical Device Marketing'" and Medical Marcom showed up on the first page.

Now, I am not the number one 'medical device marketing' results. I am lower down on the page.

He said, "Well, I clicked on the ones above you first and quickly clicked off of them because they didn't seem to be what I was looking for. But when I showed up on your site, I watched the video about what you were saying and then I poked around some more and I saw that you put in a little bit of humor here there that made me feel I could relate to you. Then I looked at your blog and I saw you were keeping it up, keeping it refreshed, and giving me relevant information.

And *then* I decided I would let you know who I am."

Scott Nelson: That's a great story.

I was listening to you tell it and I am thinking, "You run your own a consultancy business, it's not the same [as for a medical devices company]," and my counterpoint to that is, why *isn't* that the same?

That person is a customer for Medical Marcom but what about a patient searching for a treatment for their swollen leg or their irregular heartbeat.

Or what about the doctor looking for a different way ... maybe their medical equipment is getting old in their physician's practice or in at lab in the hospital and they do a random search for new medical equipment.

So in a sense it's different but in reality it's all the same, it's still customers and they are still looking back to the point of making sure your information is relevant, it's the same thing, right?

Joe Hage: There is an application for just about any industry.

Scott Nelson: You didn't have any medical experience when you were brought on at Cardiac Science. Is that one of the reasons why they saw the different value? "We can teach them enough about the medical space, we just want the marketing engine behind Joe Hage," is that kind of what they were after?

Joe Hage: I think that's fair to say.

Now I was the Director of Marketing Communication. There was also a Director of Defibrillation and a Director of Cardiology.

I never needed to be the subject matter expert and to this day, and I am happy to offer it to anyone who is listening, I know a thing or two about medical devices and medicine and healthcare and I talk about it a lot, but I know a lot of smart people much more specialized in this than I am. The value of working with me is the value of working with my Rolodex.

Actually I have to stop myself.

I have an 18-year old intern who just looked at me and mouthed, "What's a Rolodex?"

Scott Nelson: [chuckles]

Joe Hage: Anyhow, it's my whole network and, a lot of my selling proposition is I don't do all of the work, I spent most of my career on the client side just like you.

I'm kind of like your VP of Marketing for hire, sort of.

Far less expensive than, you know, bringing someone on full-time and I interact and address all those issues that come with working with all those agencies with whom I have built a level of trust.

I literally consider my team to be extensions of myself. I would bring you to them and know that they are representing the Joe Hage / Medical Marcom brand and that's the kind of level of trust I like to build with my partners.

Scott Nelson: Let's circle back around.

We talked about the fact SEO is relevant, making sure your customers can find you, making sure content on your website is relevant engaging approachable etc.

What else? What else can you see? What are the trends, what are the big issues medical device companies or medtech companies, life science companies are missing in terms of their marketing strategy?

Joe Hage: The next piece is really a lot of work but it can pay great dividends and I can't quantify what they are but you will hear them anecdotally.

People may well come to cardiacscience.com or vasculartechnologies.com or whatever it is.

In the space, however, they are more likely to read [Fierce Healthcare](#) or, I don't know, [Mass Device](#).

So are you where they are?

Can you be shown as a subject matter expert in these fields in a decidedly not promotional way?

If Dr Smith writes a 1,500 word article that is precisely on target for what doctors are looking for about, you know, some kind of technology and they find that Dr Smith is the Chief Medical Officer for some medical device company, they may well click through and find out how can they talk to him.

If you get him on the phone; he may give you an introduction to one of his product people or something. So marketing yourself as subject matter expert and giving relevant content on other media not only builds some inbound links to your site, which is great, but gives you a chance to be where they are.

When they are not necessarily shopping for you at that point, they are interested in the space so they find you kind of surreptitiously.

Scott Nelson: So let me ask you to provide a little bit of an example about that.

If I am a physician's customer and I am on [massdevice.com](#) kind of checking out some latest news or whatnot and there is a banner ad or one of the ads on the sidebar, if you were the one that, if Joe Hage Medical Marcom was responsible for designing that little sidebar ad, what would you do that is maybe different than what other companies are doing now?

Joe Hage: Going to answer that question in a different way because what you have described as banner advertising, that is not demonstrating subject matter expertise.

Subject matter expertise is when you are writing the content, the editorial itself, or when you create a video of particular interest.

Online advertising is just a promotional "Hey come and get my la la la la," you know, that's...

Scott Nelson: Yeah, sure, okay, so you are saying that if Joe Hage is the "VP for hire" for ABC Vascular Therapies, for example, you should be writing the actual content on sites like [Med City News](#) or Mass Device or Fierce Healthcare?

Joe Hage: For example, yes, but it wouldn't be me and it wouldn't be with my smiling face.

It would be you with your smiling face.

It would be someone who is acutely knowledgeable about your space.

Now should we find a ghost writer for that? Presumably, but probably not to the degree that it represents what your Chief Medical Officer is thinking.

It's a time commitment so the Chief Medical Officer might say "Yeah, that's cute but I don't have time for that kind of thing."

Well it is a time commitment. There are no two ways around that.

Scott Nelson: If I am a physician customer that is reading that quasi-editorial, I am going to say, "Well that position is paid for by XYZ company. They are paying us as consultants so I am going to think that's biased information," so what's your response to that?

Joe Hage: I think it comes down to the content. I can't make a universal statement. I think the content has to stand on its own merits and if it does sniff of promotional then that's exactly how it's going to be interpreted I mean, the intention there has to be pure.

This is purely for the readers' benefit, this is not for the company's benefit.

The promotional work you might do is buried after the last sentence. 'Dr Smith is the Chief Medical Officer for such-and-such technologies,' a link to him and then, you have an opportunity.

Instead of linking to 'Meet the team' and see a picture of Dr Smith you can show Dr Smith, a short bio, three things he has written, click on those and then, you know, ask Dr Smith a question or anything that has a reason for you to get in touch with him in an approachable way that you think 'Dr Smith might actually get back to me' and then Dr Smith *actually gets back to you*.

Scott Nelson: (Chuckles) Okay, no, that's awesome stuff.

I asked a question 'What if the physician thinks that content is biased?' which is normal but you are saying if the content is strictly focused on raising awareness about a certain disease state and maybe the available tools and maybe, you know, emphasizing how your technology is, you know, best fits that application etc. but at the very most making it beneficial for that person to read, having that physician customer in mind when that content is created.

That's kind of what you mean by that, right?

Joe Hage: I would say even if you go into, for example, "the [Quinton Stress System is the best stress system](#) on the market," you have gone too far.

There is no place for you to promote your product in an editorial like that.

I am not going to write copy with you on the fly but maybe there is an opportunity to say, "We recently saw a case where ..." and talk about the specifics of the case and *maybe* there is a link there or something. I don't know ... it's pretty situational.

Scott Nelson: Sure, sure, and I think that's a component that's missing a lot.

I do see in some places like Endovascular Today, for example. I mean that's in my world and that has a decent amount of that sort of content but I think what is missing is that last component that you mentioned.

So, the links that are provided as an article they direct someone not to the bostonscientific.com website, they are directing to some sort of page where the person who wrote that article, you know, the doctor who wrote that article can almost provide some sort of direct feedback to that physician customer that maybe interested in what they have to say.

Joe Hage: In fact, your timing couldn't be more immaculate.

I spoke to the CEO of endovascular.org today and he has a tremendous product there. I recommend your listeners to go check it out. You can join for free, you don't have to be a physician and it is pure unadulterated content.

Anything that smacks of promotion is unwelcome and he is driving great numbers and today is August 3rd, 2011, he has just under 16,000 and his Endovascular.org [Facebook page](#) has an excess of 73,000 fans.

Scott Nelson: Wow!

Joe Hage: And he started this Facebook page in January!

Scott Nelson: No kidding!

Joe Hage: That's phenomenal.

Scott Nelson: Especially in this world...

Joe Hage: And as you can see he is delivering something acutely interesting to that market and they are not getting hit with ads and all sorts of things.

Scott Nelson: Okay. Huh! So that speaks to that idea of creating content that's not, that's inherently not biased towards the product and that provides I guess a gateway to some honest open communication so that's cool so anything else you want to add to that before maybe we jump to another point?

Joe Hage: I'm good.

Scott Nelson: Let's go to the next one. I think let's sum up this last point I think where you mentioned before has become the subject matter expert in other forms of media so that was kind of a summary of that point so let's move on to another thing that you see, another concept that you see that life science, medical technology, medical device companies are missing out on in terms of their marketing strategy.

Joe Hage: Okay let's say I will give this one and perhaps we will wrap it there.

Scott Nelson: Okay.

Joe Hage: First we talked about being found. So don't dismiss Search Engine Optimization.

Second we talked about when people show up make sure you give them a reason to care and lead form or something of that nature.

The third thing we talked about is being elsewhere like on Mass Device or other places that demonstrate your subject matter expertise.

The last one I would offer today would be: Give people multiple ways to engage with you.

So I might not want to give you my email address but I might well like your fan page.

Or I might follow you on Twitter. Or I might go check out your YouTube videos. Or your slideshare presentations. Or sign up for a webinar: Give lots of opportunities, join your LinkedIn group.

There are lots of ways to have to people raise their hand even part of the way and say, "This is interesting to me and then it's up you to do the homework to close and convert.

Scott Nelson: Okay, well I'm not sure if I can really add any other I mean that's a fairly simple point.

Joe Hage: It's grossly overlooked.

Scott Nelson: That's a great analogy the customers raising their hand almost halfway up so they kind of want to provide some information but maybe not at this time, maybe later.

You are providing other channels, other means for them to engage with you. That's a good point, cool.

I wanted to talk about some of those really kind of remarkable things you got done at Cardiac Science. You mentioned earlier something where you increased the page views by what 253%, I think it was?

Joe Hage: Yes, thanks.

Scott Nelson: And I think, in researching, [you generated 150% in incremental growth with the first of its kind online promotion for 700 distributor reps.](#)

How you were able to increase page views by 253%?

Joe Hage: I think the greatest single element was the addition of relevant content.

Before I got there, there were a number of sites, one for each sub-brand, and they were largely ignored. We brought all of the products, all of the solutions, all of the service and support under one umbrella, under cardiacscience.com, we weren't afraid to blow up everything that we had, the only thing we kept was the URL and we started from scratch to build lots of relevant content around the product.

Each page you add is another page Google can index for something relevant to find you on.

For example, someone shopping for or someone remotely interested in the field of defibrillation might be interested to know what Good Samaritan Laws are in the US so we made sure that we wrote relevant content about Good Samaritan Laws in the US so that if somebody were to look for that, they would tangentially find us.

Scott Nelson: Gotcha, okay. That makes sense. Let's go end it there because I want to almost do an encore at some point with you ...

Joe Hage: [joking] Bravo! Bravo!

Scott Nelson: Right, right, no doubt!

I want to recap because some of the stuff you said is amazing.

I want to make sure everyone who is listening, really, almost take some of these points and just start thinking about ... and obviously if they want more information, they want to engage with you they certainly can and I'd encourage them because not to brown-nose you, Joe, but your stuff is incredibly impressive and so if I was running a company I would certainly bring you on as a "VP of Marketing for Hire" but let's recap real quick.

#1: SEO is important to making sure making sure your customers can find you.

#2: Make sure the content on your website is relevant, engaging, approachable, and maybe even most important make sure you are providing a reason why your customers should be contacting you and engaging with you.

#3 Become the subject matter expert in other forms of media i.e. other websites like Mass Device, Med City News, Fierce Media, etc.

#4 Give people multiple ways to engage with you outside of just the phone. Examples include Twitter, LinkedIn groups, Facebook fan pages etc. so...

Joe Hage: I'm really grateful to be your guest and I would like to close with one anecdote.

After I launched the [Twitter Docs](#), and this is just two days ago, somebody retweeted about it (and I made it very easy to retweet) about it so anytime somebody tweets, they find out who I am and they have a link to the US Doctors on Twitter list and it just kind of becomes viral that way.

Somebody retweeted about the list and said "I don't think we should have to give our email address to get that!"

And I chuckled to myself and I thought, 'Okay, if you go ahead and build a 500 row list, you can do whatever you want with it'

Scott Nelson: [chuckles]

Joe Hage: ... But I spent the time to build it and these are the conditions. These are the rules of the game that I set out.

And I wrote back to her and said, “I included the email so I could get a sense of community of who is interested in this kind of content and you can immediately unsubscribe.” (This was public because she wasn’t following me.)

And she wrote back publicly, “No thanks,” and I thought to myself two things. One: This person would never buy a thing from me to be sure so what have I really lost?

And two: I went to her Twitter page, I clicked on her web link and she clearly listed her email address was so I emailed her discreetly and I said, “I hope you don’t mind me emailing you, here is the list.”

I gave her the list anyhow, I don’t expect any business from her, it’s just good karma and it was me saying, “Look, I’m not going to be petty about this, if you want the list here is the list. I don’t care that much,” but it was interesting to me that, you know, she broadcast her displeasure about having to give *any information* for something she would consider to be valuable and you are going to have some people like that.

You will turn off some people when you say, “Hey get in touch, get in touch, get in touch,” but for those who do get in touch, go make your next million.

Scott Nelson: Sure, that reminds me of a quote I think from Seth Godin where he says – and I am paraphrasing here I can’t remember the exact quote – but he says basically when he is trying to be progressive or move something along, he wants to almost say something a little bit outlandish to the point where he knows he is going to offend 20% of the audience at the expense of moving this idea or moving this concept forward.

So I think maybe that kind of speaks to that point where there are going to be some people that are offended but with that, you know, maybe that is a good sign, maybe that means you are moving things forward, right?

Joe Hage: I encourage you to make “Joe Hage / Seth Godin” analogies anytime you like.

Scott Nelson: (Chuckles) I know, I think you have more hair than Seth, right?

Joe Hage: Fair enough, yes.

Scott Nelson: That’s fair enough.

Joe Hage: I will stop by saying thank you so much. I am grateful to be your guest. I enjoyed this very much.

Scott Nelson: Absolutely, I did too Joe. And lastly, where can folks that are listening where can they get, what is the best place that they can connect with you, just go to [Medical Marcom](#) or where do you want to direct them to?

Joe Hage: Sure medicalmarcom.com or they can Google Joe Hage and find my personal site or you know, just like I'm preaching you can find me as [joehage on Twitter](#) or [joehage on Facebook](#) or [joehageonline.com](#) or whatever.

Scott Nelson: Gotcha. Gotcha, very good, <http://medicalmarcom.com>.

It's just as it sounds m-e-d-i-c-a-l-m-a-r-c-o-m, medicalmarcom.com so very good.
Thanks again, Joe, this was a great interview I really enjoyed it.

Joe Hage: Thank you, Scott.

Scott Nelson: Alright, thanks everyone for listening, take care.

Joe Hage: Bye now.