

Be original, counter-trend and be
willing to travel on a road
less traveled – marketing 101

Ming Wang, MD, PhD

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Reference: Differentiate or die

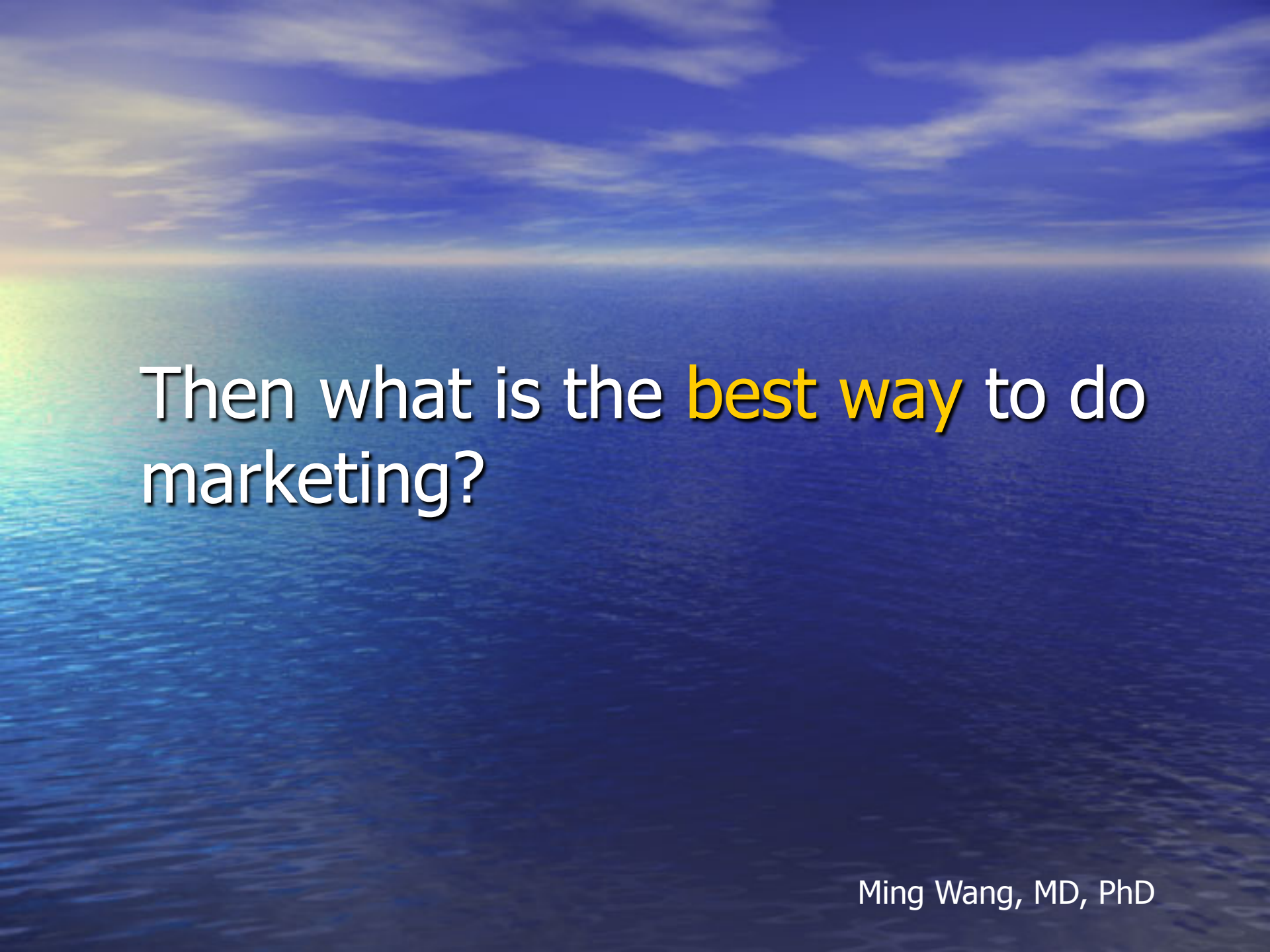
Why Google, Facebook and Alibaba are so explosively successful?

Ming Wang, MD, PhD

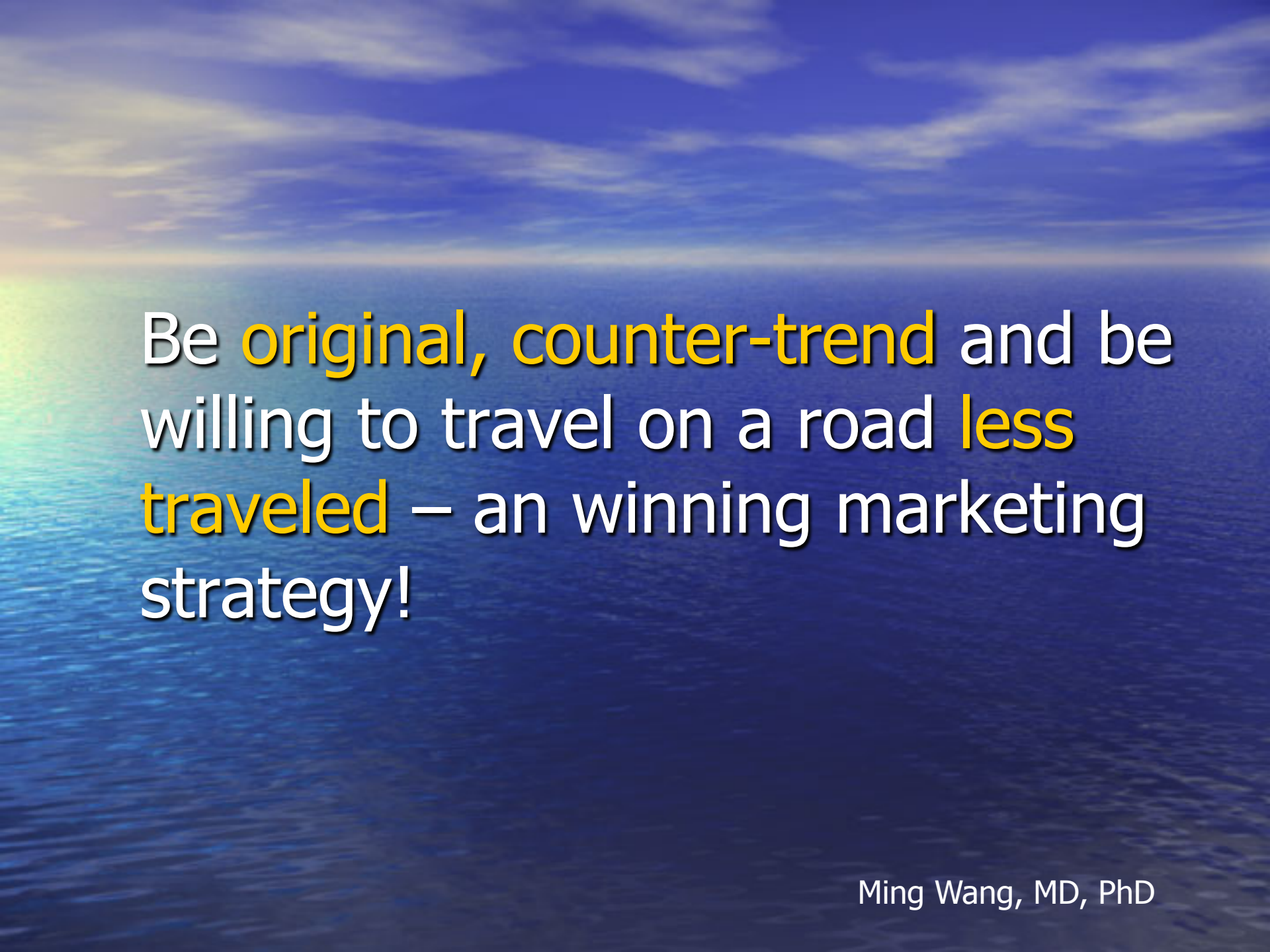
Because more than ever before, **marketing** (paid to Google and Facebook by advertisers) has assumed a position of unprecedented importance in businesses today (due to the inversion of supply and demand ratio)

Challenges that we are facing today in marketing

- Information overload.
- Noise level is very high.
- The higher the water level, the higher the boat must be.
- Catch 22: no marketing, no business. But, no business, no money for marketing.



Then what is the **best way** to do marketing?



Be **original, counter-trend** and be willing to travel on a road **less traveled** – an winning marketing strategy!

A road less traveled

Step 1: be differentiated.

Step 2: focus.

Step 3: one message.

Step 4: don't sell, educate.

Step 5: Tell a story, rather than
sell a product.

A road much traveled: do things
that everybody else is doing

A road less traveled:

Step 1: do things others are not
doing, **be differentiated**

Definition of differentiation

A marketing message is **differentiated** if when your business name is substituted by that of another, *the message actually no longer works at all.*

The benefit of differentiation

Ming Wang, MD, PhD

Differentiation gives sustainability,
especially in a recession.

Differentiated business can not be
duplicated



Differentiated business stands out
among the many choices a consumer
has today



Differentiation motivates employee



Ming Wang, MD, PhD

Differentiated business lasts longer



Ming Wang, MD, PhD

What are not differentiated ideas?



Ming Wang, MD, PhD

Not differentiated ideas

Quality and customers satisfaction

Not necessarily!

Since they *are assumed to be there today*

Not differentiated ideas

Is creativity of an ad a **differentiating** idea?

No!

Since competitor can do that too!

Not differentiated ideas

Is price a **differentiating** idea?

No!



Since your competitor can lower price further

Not differentiated ideas

Is breath of product line a
differentiating idea?

No!



It *dilates and weakens* your differentiation.

How to find your differentiation?

Ming Wang, MD, PhD

Four steps in differentiation

1. Research and find out the need of the market;



Four steps in differentiation

2. Define your differentiation;

Four steps in differentiation

3. Back it up with solid and truthful credentials;

Four steps in differentiation

4. Manifest it and communicate it!



What are differentiating ideas then?



What is a differentiation?

Being the first is a differentiation

3D LASIK
✓ PRECISION
✓ ACCURACY
✓ BEST VISION

**TN's FIRST & ONLY
...at Wang Vision!**

**TN's ONLY center
that offers**
3D LASIK
(ages 18-60 yrs)
3D Forever Young
Lens surgery
(ages 40-65 yrs)
3D laser
cataract surgery
(ages 50+ yrs)

Dr. Ming Wang Harvard & MIT (MD, magna cum laude);
PhD (laser physics)

Age 18+

Tired of
reading
glasses?

**3D FOREVER
YOUNG
LENS™
SURGERY**

Freedom
from
dependence
on reading
glasses
and
bifocals!

Dr. Ming Wang Harvard & MIT (MD, magna cum laude);
PhD (laser physics)

Age 40+

Ming Wang, MD, PhD


What is a differentiation?

Staying first is a
differentiation

Traditional cataract surgery is performed with a blade...

Laser+ Cataract

TN's first... only at Wang Vision!



Dr. Ming Wang

Harvard & MIT (MD, magna cum laude)
PhD (laser physics)

The only fully FDA approved laser for cataract surgery.

PhD

What is a differentiation?

Attribute ownership
is a way to
differentiate

Own a word
(Smart eye surgery)

SPONSORED CONTENT

Charlie Daniels Had Smart Eye Surgery

The country music legend underwent a revolutionary "smart eye surgery"

(Nashville, TN, USA, April 9th, 2012)

Charlie Daniels, a country music legend, underwent a revolutionary new "smart eye surgery" last week, performed by Dr. Ming Wang, MD, PhD, of Wang Vision 3D Cataract & LASIK Center in Nashville, TN. Dr. Wang recently became the first cataract surgeon in the state to introduce the OptiWave® Refractive Analysis, ORA System™, an innovative surgical technology designed to improve the outcome of cataract surgery.

Mr. Daniels, 75, is a country music legend and is known worldwide for his great hits, such as "Uneasy Rider", "Long Haired Country Boy", "The South's Gonna Do It", "The Devil Went Down To Georgia", "In America", "Still In Saigon", "Drinkin' My Baby Goodbye", "Uneasy Rider '88", "Boogie Woogie Fiddle Country Blues", and "Simple Man". In recent years, Mr. Daniels suffered sight loss due to progressive cataracts and hyperopia. He was very excited to be among the first group of patients in the state to undergo this new "smart eye surgery". On 4/3 and 4/5, Mr. Daniels' smart eye surgeries were performed and were a complete success. Mr. Daniels said that he is doing great, and added, "I now have two smart eyes!"

The ORA System is the world's first intraoperative wavefront aberrometer that provides real time measurements of the eye during cataract surgery. Prior to this technology, surgeons have had to wait weeks or even months after surgery to determine the accuracy of the procedure performed. Now, the surgeon can instantly analyze the result and make adjustments during the surgery--while the patient is still on the table--and customize the procedure to each patient's eye.

Dr. Ming Wang is a Harvard and MIT graduate (MD, magna cum laude) and Clinical Associate Professor of Ophthalmology at the University of Tennessee. He has introduced many new eye surgery technologies to the state, including bladeless all-laser LASIK and LASER cataract surgery.

"Wang Vision is delighted to be the first in the state to offer this revolutionary cataract surgery technology to patients, and to offer this new technology to Mr. Charlie Daniels," says Dr. Ming Wang. "Just like a smart bomb which can constantly adjust its



own flight path depending on the weather conditions or terrain, the ORA technology offers surgeons the unprecedented ability to examine and adjust surgical procedures, including the power of the intraocular lens implanted and the amount of residual untreated astigmatism, in real time during surgery. So in that sense, this is indeed a 'smart surgery' concept," Dr. Wang explains.

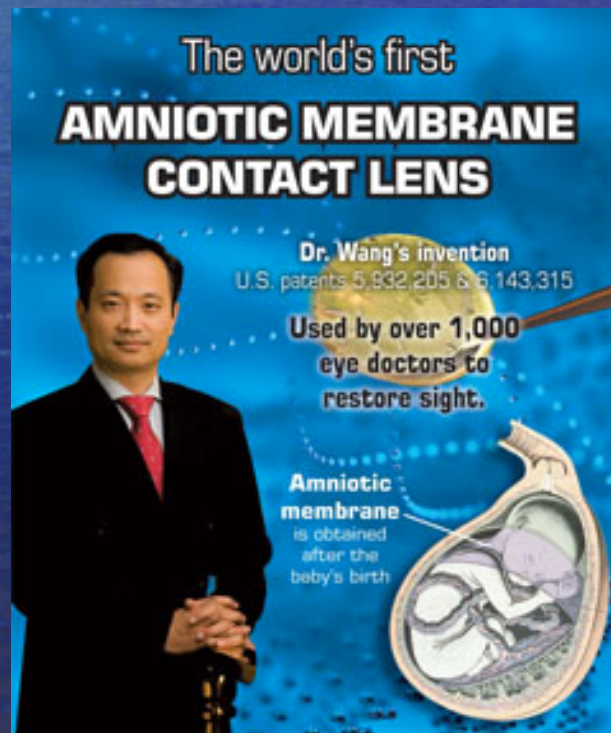
The ORA System directs a beam of low intensity laser light into the eye. The light reflects off the patient's retina, and sensors analyze the reflected wave of light exiting the eye. This real time analysis measures all of the eye's unique optical characteristics and provides an accurate measurement of the eye's focusing capabilities.

"With the ORA System, a cataract surgeon can now, for the first time, individualize and customize the treatment based on the state of the patient's eye, once the cataract has been removed," Dr. Wang concluded.

FOR MORE INFORMATION about Mr. Charlie Daniels and his "smart eye surgery", contact Dr. Ming Wang at Wang Vision 3D Cataract & LASIK Center, 1801 West End Ave, Ste 1150, Nashville, TN, 37203, 615-321-8881(Tel), 615-321-8874(Fax), 615-525-3348 (cell), drwang@wangvisioninstitute.com, www.WangCataractLASIK.com

What is a differentiation?

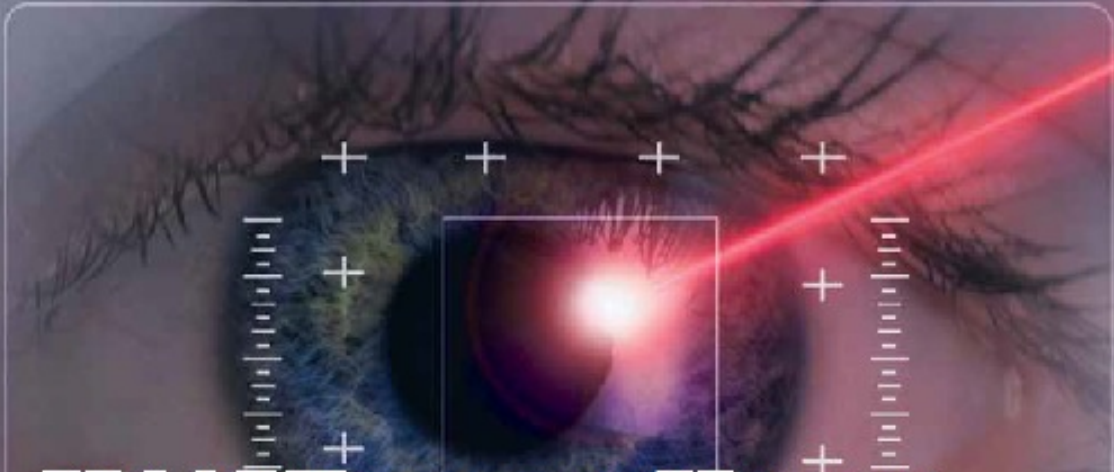
Being the leader and having the latest is a differentiation



Ming Wang, MD, PhD



What is a **differentiation**?

Heritage is a **differentiation**



3D LASER Cataract/3D LASIK
by a Harvard & MIT MD!

LASER CATARACT... TN'S FIRST, ONLY AT WANG VISION!



What is a differentiation?

Being a specialist is a differentiation.



**Dr. Ming Wang's
Inventions & Patents**

1. **LASERACT: All-laser cataract surgery**
U.S. patent filed.
2. **Phacoplasty**
U.S. patent filed.
3. **Amniotic membrane contact lens for photoablated corneal tissue**
U.S. Patent Serial No 5,932,205.
4. **Amniotic membrane contact lens for injured corneal tissue**
U.S. Patent Serial No 6,143,315.
5. **Adaptive infrared retinoscopic device for detecting ocular aberrations**
U.S. Utility Patent Application Serial No. 11/642,226.
6. **Digital eye bank for virtual clinical trial**
U.S. Utility Patent Application Serial No. 11/565,522.
7. **Pulsed electromagnetic field therapy for non-healing corneal ulcer**
U.S. patent filed.
8. **A whole-genome method of assaying in vivo DNA-protein interaction and gene expression regulation**
U.S. patent filed.

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PhD (laser physics)

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What is a differentiation?

Preference (by some influential people)
is a differentiating idea



Ming Wang, MD, PhD

Differentiation requires sacrifice

- Burger King
- New Coke

Differentiation requires creativity

Not only end product quality/characteristics can be a **differentiation**, but also *how the product itself is made, ingredient, history, sale amount, duration, technology, classification, being a specialist*, and other non-end product characteristics can be **differentiation**



A road much traveled: offer a
broad line of different services

A road less traveled:
Step 2: **focus**

Steve Jobs

“I spent a lot of time to figure out why I should NOT do this, and that”

iPod, iPhone and iPad

Focus



Traditional blade



3D bladeless all-laser LASIK

Focus



Traditional blade



3D LASER cataract surgery

A road much traveled: market
multiple message

A road less traveled:
Step 3: one message

Wang Vision – a **LASER** eye surgery specialist

The only center in the state
that offers

3D LASIK (age 18+)

3D Forever Young Lens (age 40+)

3D laser cataract surgery (age 60+)

⋮



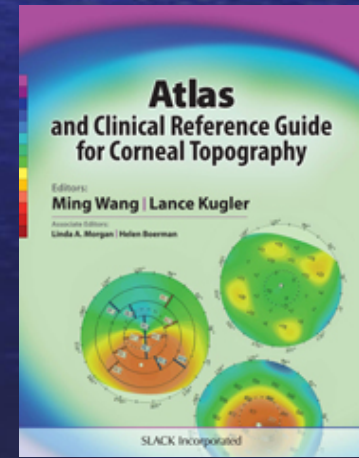
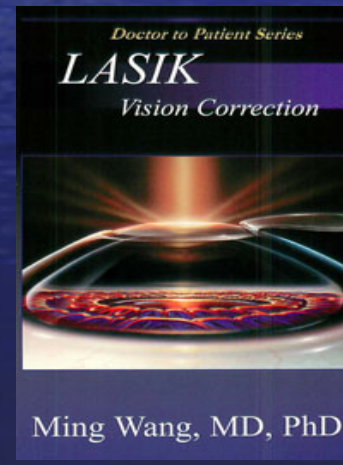
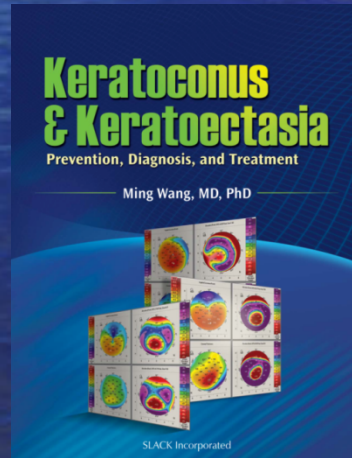
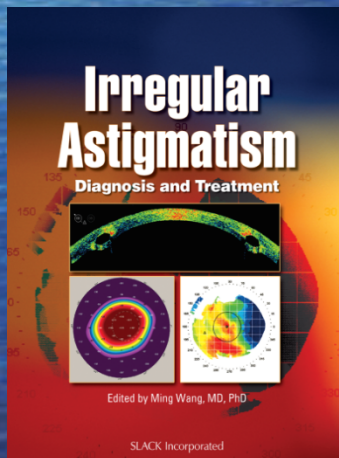
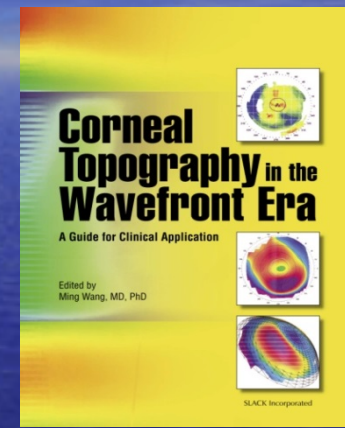
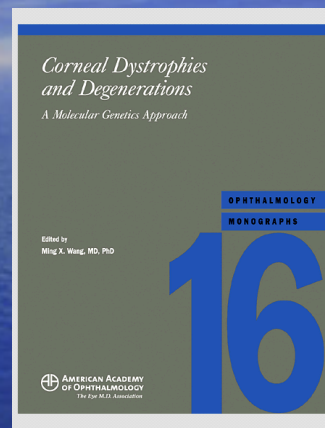
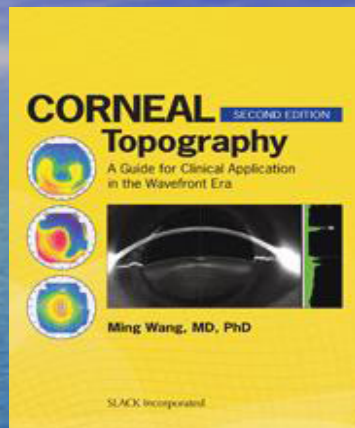
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A road much traveled: sell, sell, sell

A road less traveled:

Step 4: don't sell, educate

Educate



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A road much traveled: offer a product, a service

A road less traveled:

Step 5: tell a **story**, rather than sell a product.



The **story** of amniotic membrane contact lens

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The foundation

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International charity medical care

- 40 states in US and 55 countries;
- All physicians donate our services.



Wang Foundation for Sight Restoration
www.wangfoundation.com

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13 years, from darkness, to sight...

Ming Wang, MD, PhD

Eyeball 2014 - a concert

A GIFT OF SIGHT FOR OUR CHILDREN



Kajal, a 4-yr old blind orphan from India.



Maria, a 15-yr old blind orphan from Moldova.



Dr. Ming Wang

Harvard & MIT (MD, *magna cum laude*); PhD (laser physics)
Featured Chinese er-hu violinist in Dolly Parton's album

Saturday, October 11th, 7:00pm

Massey Concert Hall • Belmont University

FREE admission. Semi-formal. *Limited seating!* RSVP: www.wangfoundation.com

Wang Foundation for Sight Restoration

A 501c(3) non-profit charity which has helped patients from over 40 states in the U.S. and 55 countries with all sight restoration surgeries performed free-of-charge

Ming Wang, MD, PhD



God's not dead
Maria

Ming Wang, MD, PhD

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