

Tennessee American- Chinese Chamber of Commerce

Marketing Pearl Presentation

11/19/15

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

Ming Wang, MD, PhD

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

Wang Vision 3D Cataract & LASIK Center, Nashville, TN

www.WangcataractLASIK.com

drwang@wangvisioninstitute.com

Reference: Differentiate or die

From Darkness To Sight

How one man turned hardship into healing

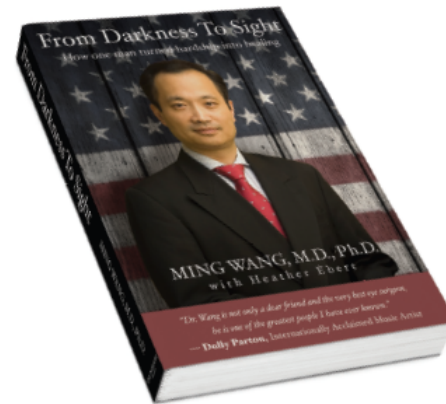


MING WANG, M.D., Ph.D.

with Heather Ebert

*"Dr. Wang is not only a dear friend and the very best eye surgeon,
he is also one of the greatest people I have ever known."*

— **Dolly Parton**, Internationally Acclaimed Music Artist



From Darkness to Sight chronicles the remarkable life journey of Dr. Ming Wang, a world-renowned laser eye surgeon and philanthropist. As a teenager, Ming fought valiantly to escape one of history's darkest eras—China's Cultural Revolution—during which millions of innocent youth were deported to remote areas to face a life sentence of poverty and hard labor. Through his own tenacity and his parents' tireless efforts to provide a chance of freedom for their son, Ming eventually made his way to America with \$50 in his pocket and an American dream in his heart where, against all odds, he would earn a PhD in laser physics and graduate magna cum laude with the highest honors from Harvard Medical School and MIT.

He embraced his Christian faith and tackled one of the most important questions of our time—Are faith and science friends or foes?—which led to his invention of a breakthrough biotechnology to restore sight.

To date, Dr. Wang has performed over 55,000 eye procedures and has treated patients from nearly every state in the U.S. and from over 55 countries worldwide. He is considered the “doctor’s doctor,” as he has operated on over 4,000 physicians. Dr. Wang has published eight textbooks, holds several U.S. patents, and performed the world’s first laser artificial cornea implantation. He established a non-profit foundation which provides sight restoration surgeries for indigent patients who otherwise would never have the opportunity to receive them free-of-charge.

This is a story of one man’s inspirational journey, of turning fear, poverty, persecution and prejudice into healing and love for others. It demonstrates how focus, determination, humility and profound faith can inspire a life that, in turn, impacts that of countless others.

*"Dr. Wang is not only a dear friend
and the very best eye surgeon, he
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have ever known."*

— **Dolly Parton**

Trade Paperback / \$14.99

DUNHAM
books

amazon **BARNES & NOBLE**
BOOKSELLERS

Ming Wang, MD, PhD

Why Google, Facebook and Alibaba are so explosively successful?

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:

Step 3:

Step 4:

Step 5:

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



Differentiated business lasts longer



Ming Wang, MD, PhD

What are not differentiated ideas?



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 breadth 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 18-50 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 45+

**3D Forever Young Lens
Surgery video**

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

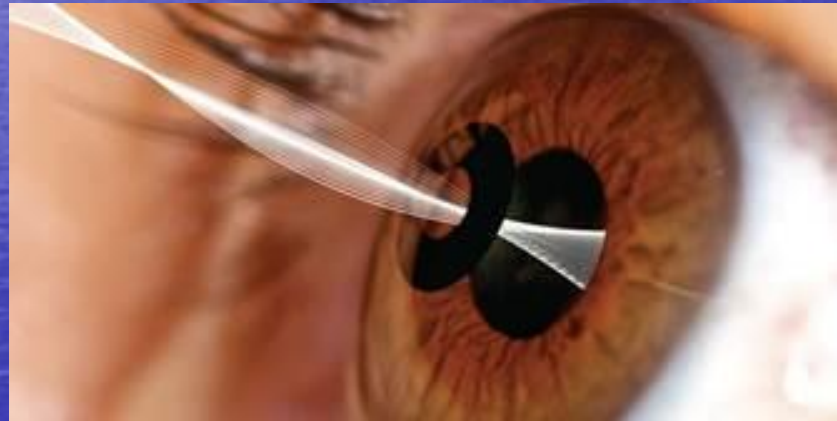
Harvard & MIT (MD, magna cum laude)
PhD (laser physics)

PhD

The only fully FDA approved laser for cataract surgery.

What is a **differentiation**?

Being the ONLY is a **differentiation**



**3D Laser Kamra (to treat age-related loss of near vision)
TN's ONLY**

3D Laser Kamra video

Ming Wang, MD, PhD

What is a differentiation?

Attribute ownership

is a way to
differentiate

Own a word
(Smart eye surgery)

Charlie videos

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**

The world's first
**AMNIOTIC MEMBRANE
CONTACT LENS**

Dr. Wang's invention
U.S. patents 5,932,205 & 6,143,315

Used by over 1,000
eye doctors to
restore sight.

Amniotic
membrane
is obtained
after the
baby's birth

The advertisement features a portrait of Dr. Wang on the left. On the right, there is a diagram of a human eye with a contact lens being applied. A line connects the text 'Amniotic membrane is obtained after the baby's birth' to a diagram of a fetus in a womb, illustrating the source of the membrane.

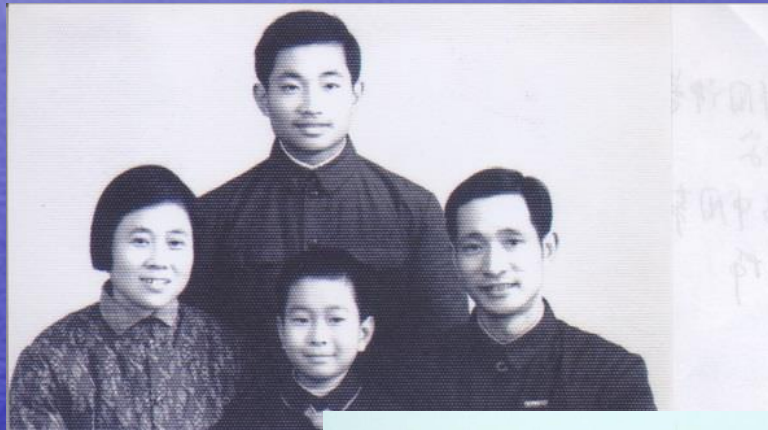
AMCL video

Ming Wang, MD, PhD

What is a **differentiation**?

Heritage is a differentiation

Growing up in China, education is everything



Ming Wang, MD, PhD

Cultural Revolution (1966-1976)

Massive deportation of junior and senior high graduates

Condemned of a lifetime of poverty and hard labor



Ming Wang, MD, PhD

To escape deportation – learn to play er-hu



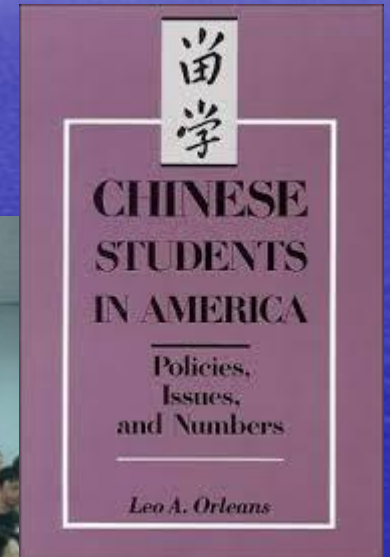
, PhD

1976, an once-in-a-life-time chance



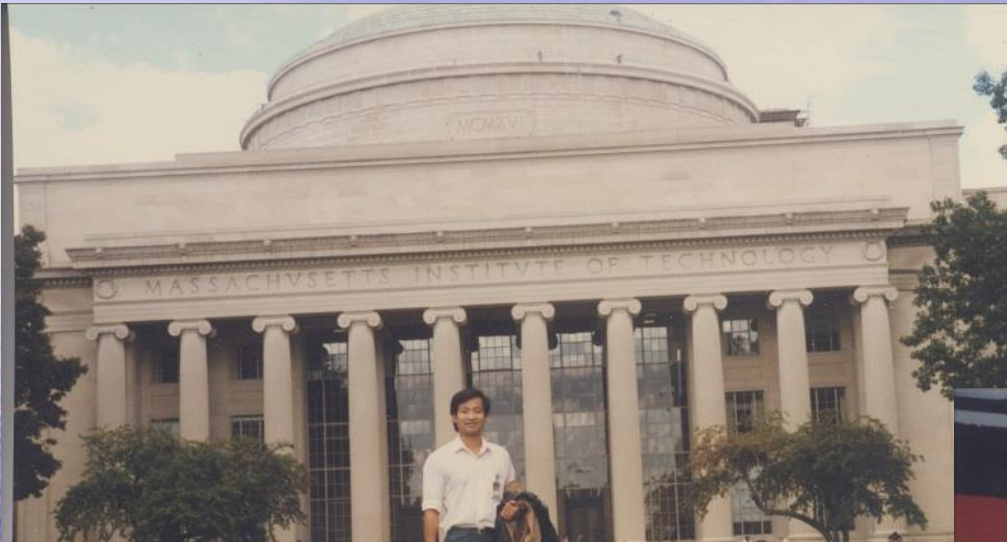
Ming Wang, MD, PhD

1982, with \$50, came to America...



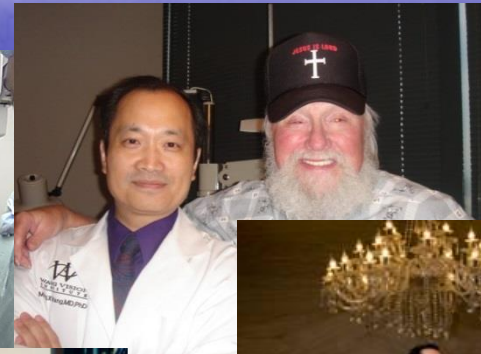
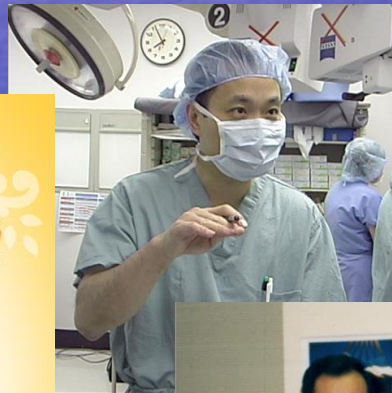
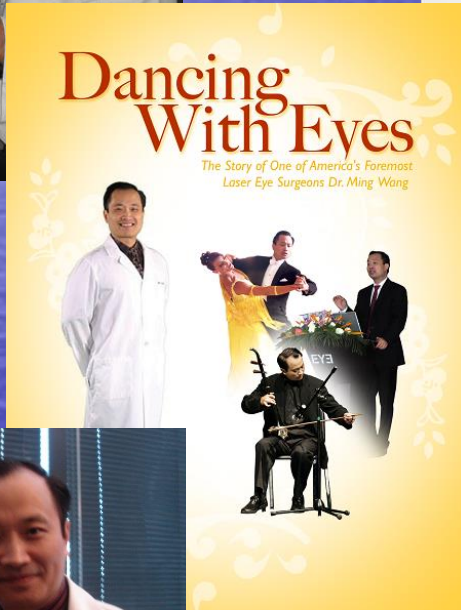
Ming Wang, MD, PhD

Harvard & MIT



MD, PhD

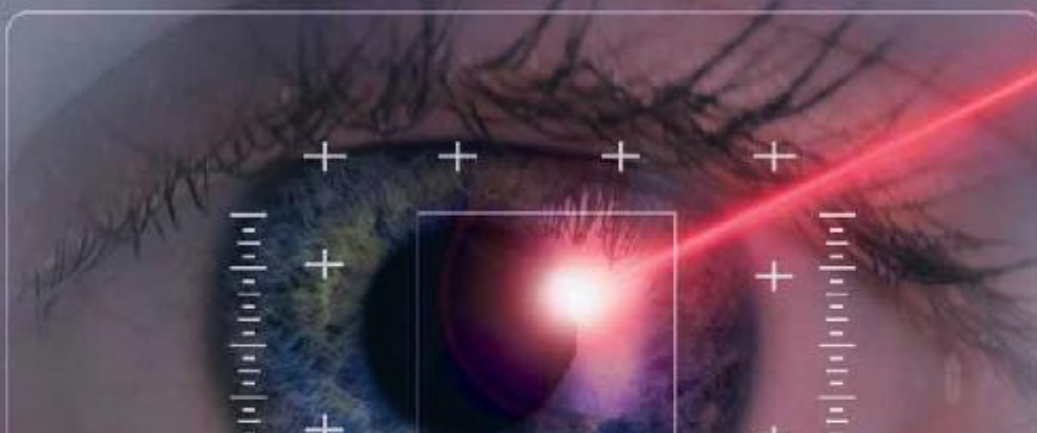
Work, guided by appreciation of freedom



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!



), PhD

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. **Phaco-plasty**
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. 11/585,522.
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.

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

Ming Wang, MD, PhD

3D LASIK – the first in the world



What is a **differentiation**?

Preference (by some influential people)
is a **differentiation**



Dolly video

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 less traveled

Step 1: be differentiated.

Step 2: focus.

Step 3:

Step 4:

Step 5:

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 less traveled

Step 1: be differentiated.

Step 2: focus.

Step 3: one message.

Step 4:

Step 5:

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 (18+)

3D Forever Young Lens (45+)

3D Laser Kamra (45+)

3D laser cataract surgery (60+)



Ming Wang, MD, PhD

A road less traveled

Step 1: be differentiated.

Step 2: focus.

Step 3: one message.

Step 4: don't sell, educate.

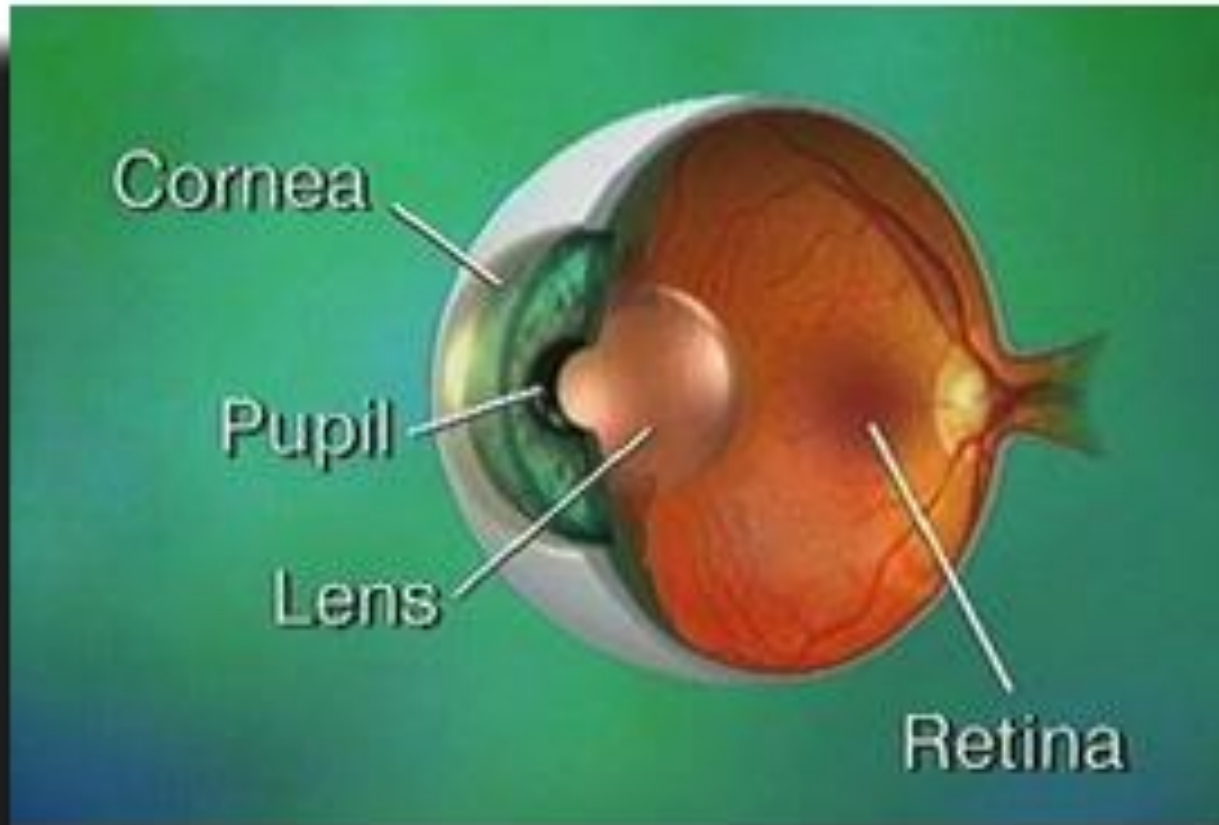
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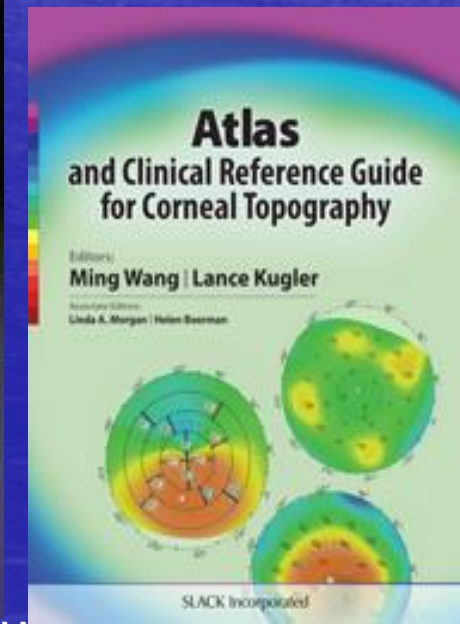
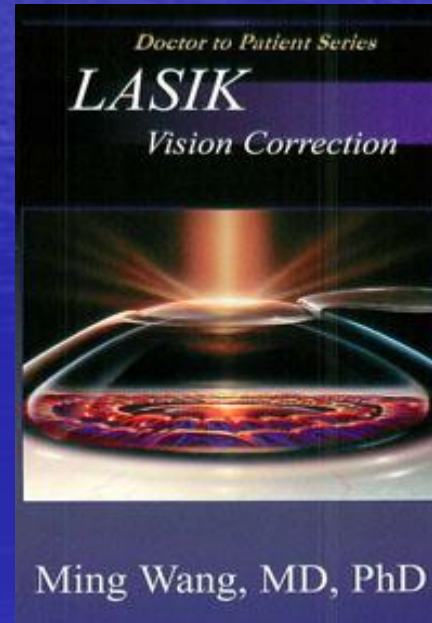
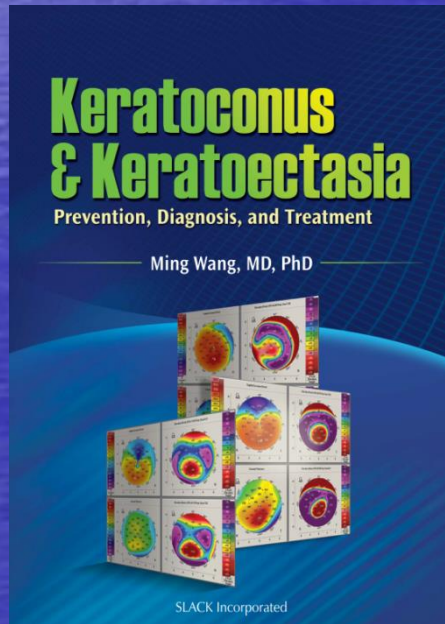
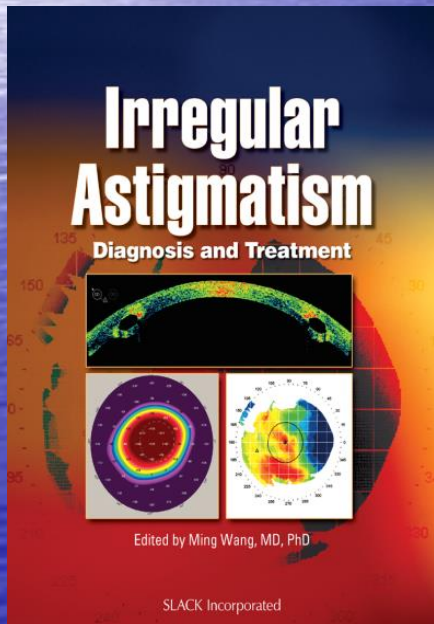
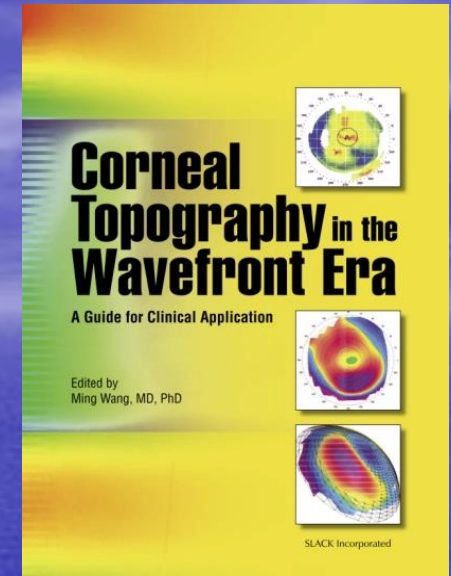
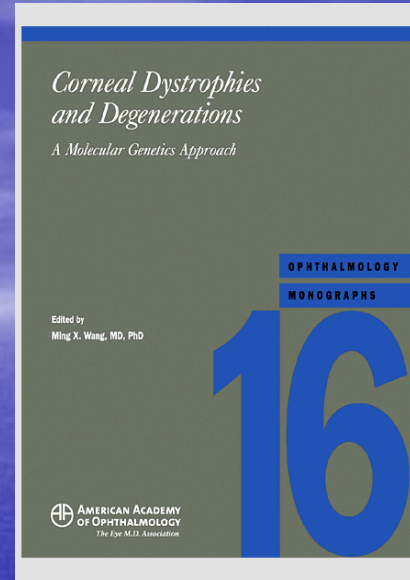
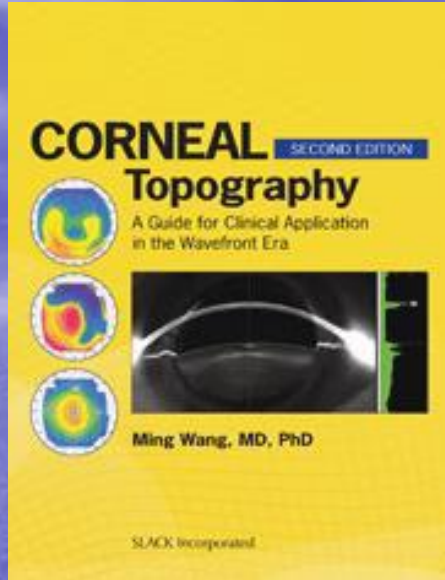
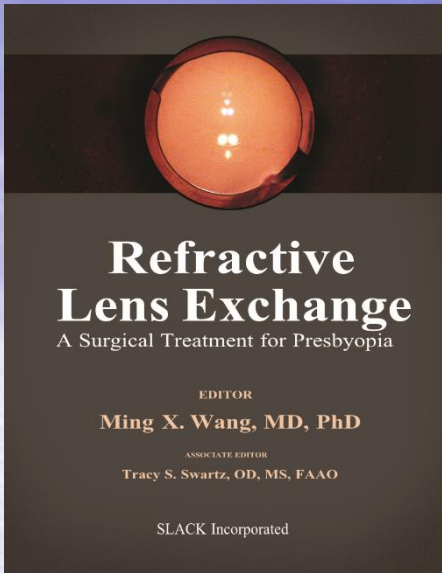
A road much traveled: sell, sell, sell

A road less traveled:

Step 4: don't sell, educate

The Eye





Ming Wang, MD, PhD

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: offer a product, a service

A road less traveled:

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

International charity medical care

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

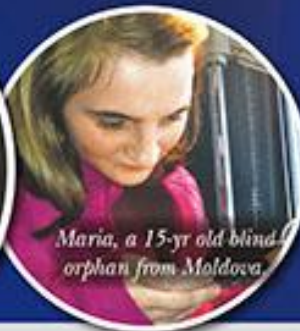


Wang Foundation for Sight Restoration
www.wangfoundation.com

Ming Wang, MD, PhD

Eyeball 2014 - a concert

A GIFT OF SIGHT FOR OUR CHILDREN



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

A road less traveled

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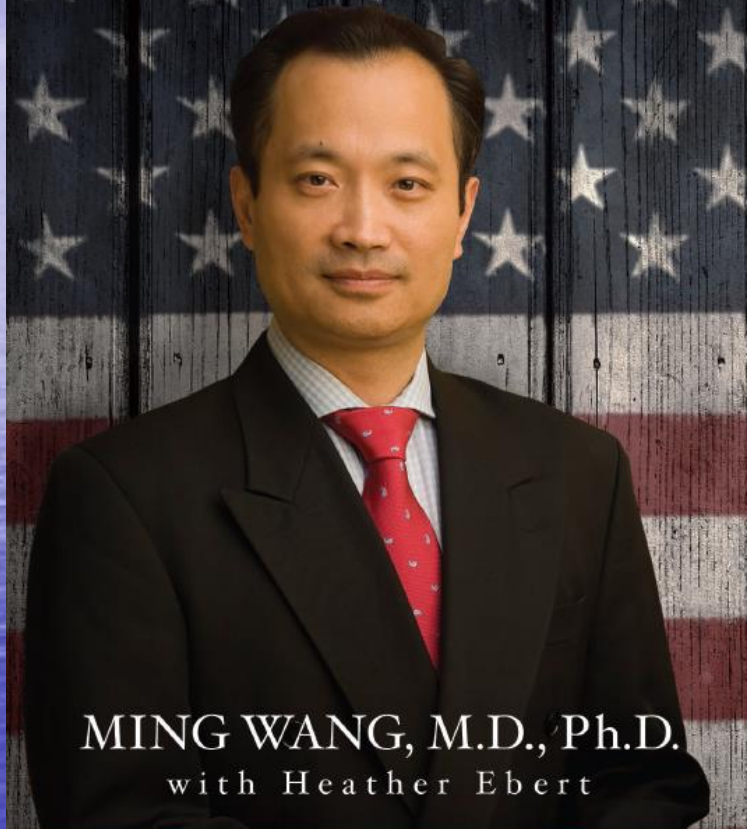
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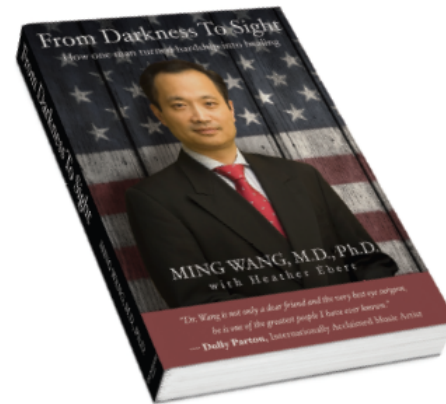


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