

30 WAYS TO EFFECTIVELY MARKET YOUR PRACTICE



GOING ONLINE

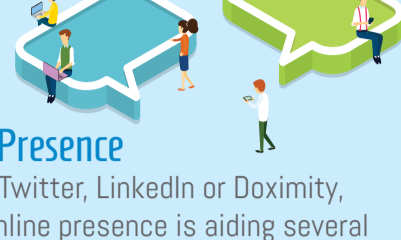
Set up a Website

One in twenty searches on Google is healthcare related. Well optimized websites get you new patients. If that is not your goal, still invest in creating a good website for yourself as people associate lack of an online presence with being dated.



Social Media Presence

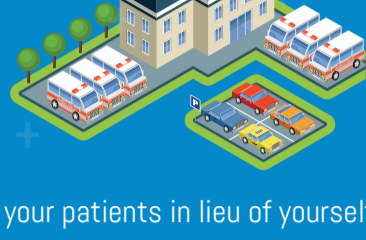
Be it Facebook, Twitter, LinkedIn or Dexterity, these days an online presence is aiding several doctors in drawing attention, finding collaborators, recruiting the best associates/staff members, promoting their patient success stories and health literacy.



PATIENTS COME FIRST

Choose The Worst Parking Spot

Make sure the best spaces in the lot are reserved for your patients in lieu of yourself or your staff.



Send Patients A Flower While In The Hospital

Flowers are the traditional expression of health and good wishes for hospitalized patients.



Call Patients To See How They Are Doing

You might be surprised to see how many patients do not follow through with your recommendations. Sending Birthday cards or messages to your patients every year is an additional good gesture.

Conduct Patient Focus Groups

Industrialist Henry J. Kaiser said: "Marketing is very simple. Find out what your customers want, and give them lots of it!"

Send Satisfaction Surveys To Your Patients And Act on the Results!

Written surveys are good, telephone surveys are better, because you will get a much higher response rate.

Send Patients A Copy Of Their Office Notes After Each Visit

These notes will help them understand the results of their visit and will prevent miscommunication when they are discussing the visit with family and friends.



Send "Thank You Notes" To Patients Who Refer Other Patients

The note should be hand written with a brief personal message, not just signed.

Write Personal Letters Of Apology To Patients Who Complain

This simple gesture often turns an unhappy patient into one of your biggest fans!

Send Patients Take Out Dinners After They Leave The Hospital

Negotiate a deal with a delivery service to send a healthy dinner for two to the home of all your hospitalized patients after discharge.



Set Aside Appointment Slots For New Patients Each Day

The ability to see new patients within one or two days is critical to the long-term growth of your practice.



Create A Simple Newsletter With Patient Success Stories

Patient newsletters are a great way to keep patients in touch with your practice, and for cross-selling your services.



Create A Patient Wall Of Fame

Patients will continually offer pictures, ideas and stories that they believe qualify for the Wall of Fame.



Create A Brochure That Highlights Your Patient Satisfaction Outcomes

It is vital that you measure and publish your results in a format that can be passed on to referring physicians, insurance companies, benefits managers, adjusters and patients.



Use A Lobby Video To Market Your Services

Produce a thirty minute loop video that introduces your staff, along with a brief biography on their background and training.



STAFF MANAGEMENT

Invite Local Office Managers To A Luncheon To Assess Your Service

At the luncheon, solicit input on how well your office meets the needs of these referring practices.



Provide Serious Customer Service Training To Your Staff

Customer service is most important to your practice from a marketing standpoint because it has a direct bearing on the word-of-mouth marketing you will generate in the community.



Recognize And Reward Staff Who Exhibit Extraordinary Customer Service

The goal is to make customer service part of the culture and climate in your practice. To do so demands constant reinforcement, publicity, training and reward.



Train Staff To Use A Consistent Phone Greeting

Write a brief script for how the phone should be answered and insist that it is done this way each time. "Thanks for calling our office. This is Jean. May I help you?" Using a bright, upbeat voice and music to cross-sell your services is easy and fairly effective. Add On Hold Message To Your Phone System.



Hire A Mystery Shopper

Have a friend or relative (someone your staff is not familiar with) drop by as a patient to experience first hand how patients are treated in your practice. Everything from parking to payment policies should be reviewed, and results shared with your staff. Your staff should know that similar spot checks will take place in the future and they should bring their A game forward at all times.



ADDITIONAL TIPS

Volunteer To Write A Column In The Newspaper

Writing a weekly column is a great way to establish yourself as the local expert in your field.



Join The Hospital Speakers Bureau

Hospitals, civic groups, and other local organizations are constantly looking for guest speakers.



Conduct An Office Open House

Prime time for functions of this type is a Sunday afternoon or the lunch hour. Make sure the office is immaculate.

Make Sure Your Signage Is Large And Easy To Read

Choose a name for your clinic that people remember the first time they hear it, and use it on your exterior signs so that it can be read easily from at least 150 feet away.

