

Marketing Your Practice In 2016

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Control Your Fu

You Are A Service Business

- Your Patients Are Customers
- They don't always make good choices
- They are easily distracted

Know Yourself

- What are you good at?
- What are you not good at?
- Write down your stories

Don't...

- Use the Yellowpages
- Skip the editor
- Watch your WWW site die

Effective Frequency

- 5? 7? 12?

Sell At Every Opportunity

- Every visit
- Every phone call (on hold)
- Every bill
- ASK!

You Prevent Disease

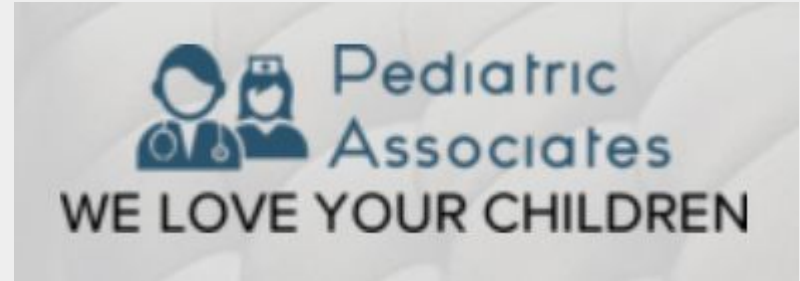
- Well visit recall
- HPV
- Asthma, ADD, Obesity

Your Bedside Manner

- Blink
- CAHPS Survey

How Cool Is Your Logo?

- 99designs.com
- Octalogo.com
- Tailorbrands.com



How Nice Is Your Office?

- When is the last time you updated the decor?
- What condition is the waiting room in?
- Is it comfortable for *you* or for your customers?

OK, OK... Your WWW Site

- Mobile Friendly
- AAP Handouts
- Adwords
- Facebook

More About The WWW

- Yelp
- Healthgrades
- How do I respond?

Don't Forget Your Local Listings

- Google yourself!
- Doximity
- Pokemon Go!

How About A Newsletter?

- Blog
- FAQ
- Takes time, but doesn't have to be monthly
- Use your existing content
- Email

Cross Promote!

- Does every piece of paper mention your WWW site?
- Does your on-hold mention Fb?
- Does Fb mention your portal?

Signs and Handouts

- Are your patients greeted with reminders about your WWW site, portal, Fb?
- Does every patient walk out the door with something?
- AAP Content

Gameification

- Healthy kids
- Preventive Care Goals
- Find Dr. Warner!

Don't Panic

- All your content
- Digital?
- \$120!

Data Is King

- Track your results
- Survey and ask!

Who Are Your Favorite Local Companies?