

# How to Market Your Practice When You Have No Time or Money (or Talent)

Chip Hart

PCC

Winooski, VT

[chip@pcc.com](mailto:chip@pcc.com)

@chiphart

# Learning Objectives

At the conclusion of the presentation, participants should be able to:

1. Identify multiple fast and easy methods to communicate with patients.
2. Prioritize patient communication methods and select at least one to address.
3. Measure the impact of different communication methods for continuous improvement.

# 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

Ignore it

# Direct Patient Engagement

Portal

Batch Messaging

Telemedicine

# 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

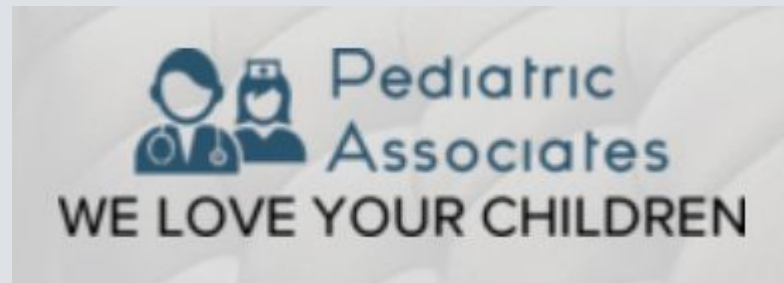
CAHPS Survey

# 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!

Google and Apple maps

Doximity

Pokemon Go!

# How About A Newsletter?

Blog

FAQ

Takes time, but doesn't  
have to be monthly

Use your existing content

Email

so.med



# Cross Promote!

Does every piece of paper  
mention your WWW site?

Does your on-hand 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?

Spin class

Grocery store

Some dot.com

Geofencing

# Changes you may wish to make in practice:

1. Pick something – anything – to work on to improve communication with patients.
2. Leave your comfort zone and improve one aspect of your messaging you've never tried before
3. Measure the impact of your patient messaging.

# Later Viewing

This and all other UC2023 course recordings will be available for later viewing through the app.