

10 Simple Practice Marketing Ideas

Medical Practice Marketing on a Shoestring Budget

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Make Yourself Accessible

Your practice has to contract with as many insurances panels as possible - especially the major players in your local market. Referring offices are looking for a one-stop shop to send all of their patients, so do not be afraid to include some lower reimbursing ones as well if you receive referrals in your specialty. The second way to make yourself accessible is to offer extended or shifted hours for appointments. A good way to do this is to end the workday on Friday at 1 pm and incorporate an early day at 7 am with a late day until 8 pm or have a half day on the weekend.

Address Comments

Just about every physician has a few negative comments on various medical ratings websites online. While you don't want to respond to the specifics of a comment online, you can respond in a way that shows other patients you care about patients. For example, "We are sorry to hear you had an unacceptable experience with our practice. Please feel free to call our office and we will be able to remedy this situation because patient satisfaction and quality care are our two highest priorities."

Reach the Community

There are great opportunities to gain exposure to the general and medical communities through presentations. These can range from community center presentations on a common symptom, to medical dinner CME's, to business lunch and learns. Because presentations take preparation, it can often be best to roll them out in a series at several locations than to attempt one oversized event.

Know Thyself

The saying goes to know where we are going we have to first know where we have been. This is especially true in marketing as we stress constantly on the importance of measurement. If you want to grow your patient volume, know how many you currently see and from what sources - whether this is referring offices or by patient zip codes. You cannot be successful if you first don't clearly define what that is.

Educate

Patients are becoming ever more savvy about their medical care, wanting to know as much as possible. If you provide educational pamphlets about your specialty that truly educates patients, it adds value to both your practice and the offices that refer their patients to you. Not a specialist? Not a problem. Educational checklists about what preventative care people should complete are well received by many places, from school nurses to corporate HR departments.

Targeted Mailings

For 2-3 dollars per address you could distribute your educational materials, business cards, and a call to action to attend one of your presentations. Low conversion rates of around 1% have deterred many offices from utilizing this; however, the more value you send, the higher your conversion. This also applies for mailing to referring offices. Don't just send business cards, send your bio, what you specialize in, your insurance list, and a direct line to your scheduler.

Image is Everything

Your image is not simply the materials you create with your logo, but also includes your building, your staff, and how everyone interacts with patients. Using a designer to create the right office atmosphere can provide vast amounts of marketing and public relations benefit. Couple this with professional staff who are dressed in matching attire and know the professional protocols set forward in answering the phone and interacting with patients and you have set yourself up for success.

Net Strategies

The internet is here to stay so having an online presence is a must. Creating a website has never been easier; however, your website is an extension of your image - so it's sometimes better to not have a site than to put a site up that reflects badly on you and your practice. If done correctly and well, a website can be the best investment you make in your business.

Get "Fanned"

This section isn't about feeling a breeze, but instead about joining social media sites - especially Facebook as a business. The beauty of social media marketing is that it is 100% free and just requires some leg work to populate them. With the right guidance in place, you can have a booming social and online presence.

Utilize Existing Patients

Medicine is a market that revolves around trust since people seek your services when they are most vulnerable. Who are the best people to explain to others who trust them why you should handle their care? Why, those who have positively done so themselves. Most physicians see 2000 patients yearly. If half of them recommended two people to see you, that's a solid equation to double your patient load.

About MD Practice Consulting, Inc.

We are more than marketers, we are healthcare executives focused on bettering the field of medical marketing. MD Practice Consulting was founded to provide assistance to physicians who are desiring growth and refinement in their medical practices through marketing, advertising, referral development and operational analysis. More than marketers, we are healthcare executives focused on bettering the field of medical marketing who recognize the need for greater business practices to be applied to medical organizations. By utilizing physician practice assessments and providing customized organizational plans that include a clear vision and a referral revenue based system, we allow physicians to concentrate on what truly matters, their patients.

Offering more than 25 years of combined experience in the health care industry, MD Practice Consulting provides their clients with expert guidance in the service areas of sales and physician representation, operations management and performance improvement, business development and strategic planning, marketing and advertising, and professional referral development. By collaborating and applying their knowledge, this exceptional team combines the business of professionalism with compassion of healthcare.

Our partners at MD Practice Consulting are here for you. Whether it be discussing a marketing concern, an operational tracking issue, professional referral development strategies, or any other potential areas of opportunities for us to work together, we are ready to help take your healthcare organization to the next level.

For a free medical practice assessment and consultation call us today at (877) 972-6372.