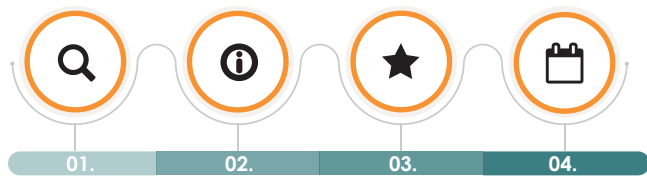




The **ultimate cheat sheet** for marketing your medical practice

A comprehensive
4 step marketing plan
for medical practices



With the New Year comes new opportunities to grow your patient base and improve your practice's revenue. **We've put together this easy-to-follow checklist to help you ensure that you are effectively (and safely) marketing your practice to new potential patients online.**



1. Are you present where patients are searching for medical professionals online?

More than half of the population (or 28.6 million people) in South Africa use the Internet to find information, search for service providers, make purchases and more. It's safe to say that more and more patients are likely to start their journey to the doctor's office online because they can quickly search and find medical professionals who are conveniently located, with authentic recommendations or who provide the specialised services they are looking for.

Search engines

When patients do an online search for a medical professional it's important that they are able find the information they are looking for quickly and easily. Having your own professional website is a great way to start ranking on search engines but it does require regular attention and upkeep. The good news is that if you don't have the time or skills to build and maintain a practice website, there are other sites that already have scores of patient traffic that you can use to publish your practice's details.

To do:



Whether you have a website or not, **make sure you have profiles set up on the following platforms:**



Google My Business



Google Adwords



Medpages



Social Media

Social media

Creating a dedicated social media page on platforms like Facebook, Twitter and LinkedIn are a great way to engage with existing and potential customers. Not only are they free to set up, but with only a few dedicated hours a week you'll be able to engage directly with your patients and share interesting health-related content. Social media is also a great way to share news about your practice directly. For instance, if the practice is closing early on a specific day or if you're looking to hire a new team member. Always keep in mind that it is against the law to offer any medical advice online but it's a good opportunity to encourage patients to make an appointment for an in-person consultation.

To do:



Ideally you want to set up a company page on the most popular social media platforms of your desired patient base. It's fine to initially start with only one page, as long as it reaches your target audience. Here are a few options you may want to consider:

 Facebook

 Twitter

 LinkedIn

 Google+

 Instagram

 Youtube

Online booking platforms

Registering on an [online patient booking platform](#) is a great way to be found by new patients. Patients looking for a specific healthcare service in their region will get a list of matching registered doctors, practice and contact information and patient reviews. With a few clicks they can then see your available appointment times and book an appointment in minutes.

To do:



Let patients book directly with your practice without having to pick up the phone by partnering with an online booking platform.

 RecoMed



2. Is your practice information listed accurately?

It's a good idea to check and, if necessary, update your practice information online every six months to a year. This includes the information listed on your website, social media pages and your Google Business listing. If your information is outdated or incorrect, potential patients will just make an appointment with another medical practice.

To do:

- Include a recent, high-quality headshot and photos of your practice
- Make sure your address, phone numbers, and operating hours are up to date
- List any special services or procedures your practice offers
- If you have a website, ensure all your listings link back to it



3. Have you embraced online reviews?

Millennials and GenZ patients trust advice and recommendations from their online peers more than directly from an organisation or brand. For example, when looking for a new doctor, people often first seek advice from their network on Facebook. Patients who've had a good experience at your practice will be more inclined to recommend you to other people.

Online platforms such as Facebook, Google My Business and RecoMed also have dedicated sections that encourage people to rate your service. It's a good idea to encourage your patients to leave a good review on one of these platforms after their consultation.



If you come across a bad review, it's important to not just delete or ignore it, but rather address it head on and try to resolve it as quickly as possible. To avoid anything getting out of hand in the public eye, it's recommended to address the issue privately with the individual in a respectful and fair manner.

To do:

- Designate someone you trust to respond to reviews
- Develop several canned responses to save time and ensure you maintain professional consistency
- Thank people who leave positive feedback
- Respond to negative reviews within 48 hours
- Keep responses generic to avoid HPCSA violations



4. Is your appointment management sufficiently streamlined?

The best way to ensure a healthy revenue stream is to have a constant flow of patients coming through your door. For this to happen it's essential to have a trusted, easy-to-use **cloud-based practice management system** to effectively manage your patient load. Integrating the system with SMS reminders & online booking functionality will dramatically reduce the number of no-show patients.

To do:



Ensure your current practice management system has the following:

- A front-end **online patient booking platform**
- An integrated practice calendar
- Automated patient SMS** appointment reminders
- Ability to integrate with **electronic clinical notes**

**Committed
to the
success
of your
practice.**

Click [here](#) to get in touch for **further advice on how we can help your practice thrive online.**

Healthbridge is committed to the success of your practice. We provide an extensive range of cloud-based clinical and/or billing solutions to over 5,000 medical professionals nationwide. Founded in 1999, Healthbridge has since become an industry leader in facilitating complex interactions and the constant flow of information between medical professionals, patients, medical aids and healthcare stakeholders.

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