



MEDICAL PRACTICE GROWTH EXPLAINED

THE PHARMED SIGNATURE APPROACH TO MEDICAL PRACTICE GROWTH

PATIENT JOURNEY
BRANDING
INTELLIGENT WEBSITE
PRACTICE LISTINGS
SOCIAL MEDIA
OUTREACH
DIGITAL PROMOTION

WHO WE ARE

PHARMED is a BBB registered Healthcare Growth Solutions agency, run by physicians for healthcare professionals.

Based in New York City, our doctors have decades of collective experience in big Pharma Medical Marketing and deep knowledge of the United States healthcare market and regulations. Our designers and marketers utilize cutting-edge technology to offer world-class digital solutions to physicians in a scalable and affordable manner.

OUR COMMITMENT

We strive to be your lifelong partner in the fast pace and ever changing world of medical practice growth. PHARMED will listen to the challenges you are facing, while offering customized solutions that will target local patients through every step of their journey leading them to your office. We guarantee an increase in your patient appointments and retention.

The Patient Journey

Think about:

- ✓ Patient persona definition
- ✓ The perceived vs real patient journey
- ✓ How to approach patients in every step of the journey.

The Patient Persona

If you worked with digital agencies in the past, they probably promoted various versions of your services to Google and Facebook ads. The results were likely disappointing. The cause of these poor results is generic promotion that lacks crucially important pre-work and structure that enables a marketer to **laser target patients exactly where they are during their journey to your practice.**

Before we discuss **where your patient is** on their journey, we must identify **who they are**. A patient persona is a mini biography of your patient and includes:

- Demographics (e.g., age, gender, education, occupation)
- Psychographics (e.g., hobbies and interests)
- Geographics (e.g., location)
- Behavioral Traits (e.g., personality and demeanor)

In PHARMED, we create this together with you, using data from your existing patients and the new patients that you aspire to attract. The result is 1-6 different personas that we will rank in order of priority for targeting.

Why is this important?

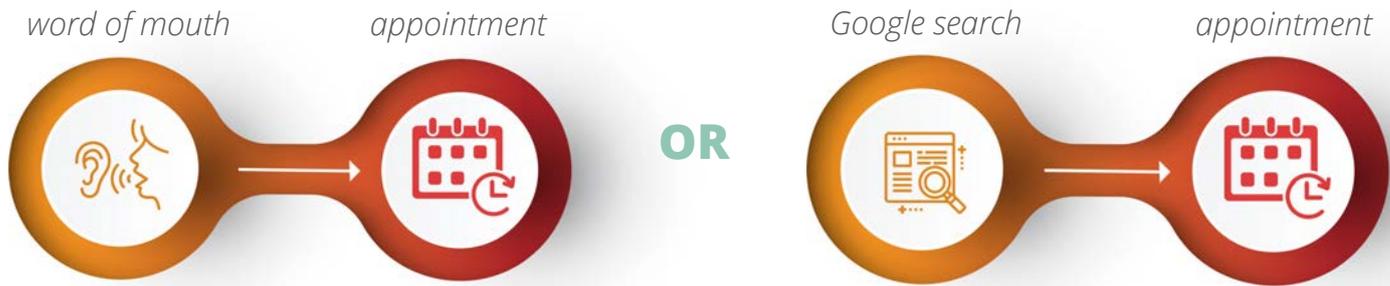


Because it will allow us to know **WHERE** and **HOW** to approach them. For example: If you specialize in pediatric medical care, you should be promoting your practice on channels that have the demographic granularity to target parents. At the same time, they should define your target's age to prevent your ad being wasted on parents who have grown up children in college.

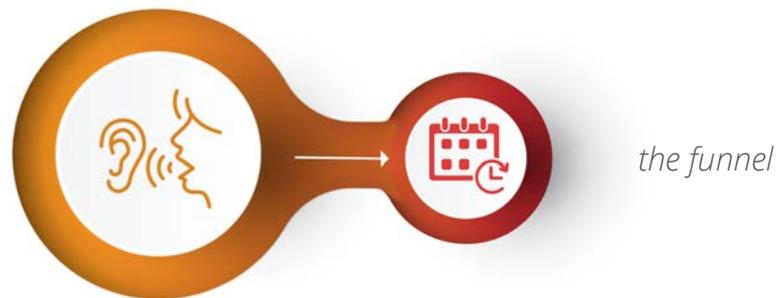
Countless of these considerations are being taken seriously by PHARMED in order to maximize your ROI and effectively use your digital budget.

Before we explain what the patient journey is, let's make clear what...

...the Patient Journey is NOT:



- Firstly, these journey depictions fail to outline the concept of the funnel: Not all the patients who hear the good word about you, will eventually book an appointment:



Why is this important?

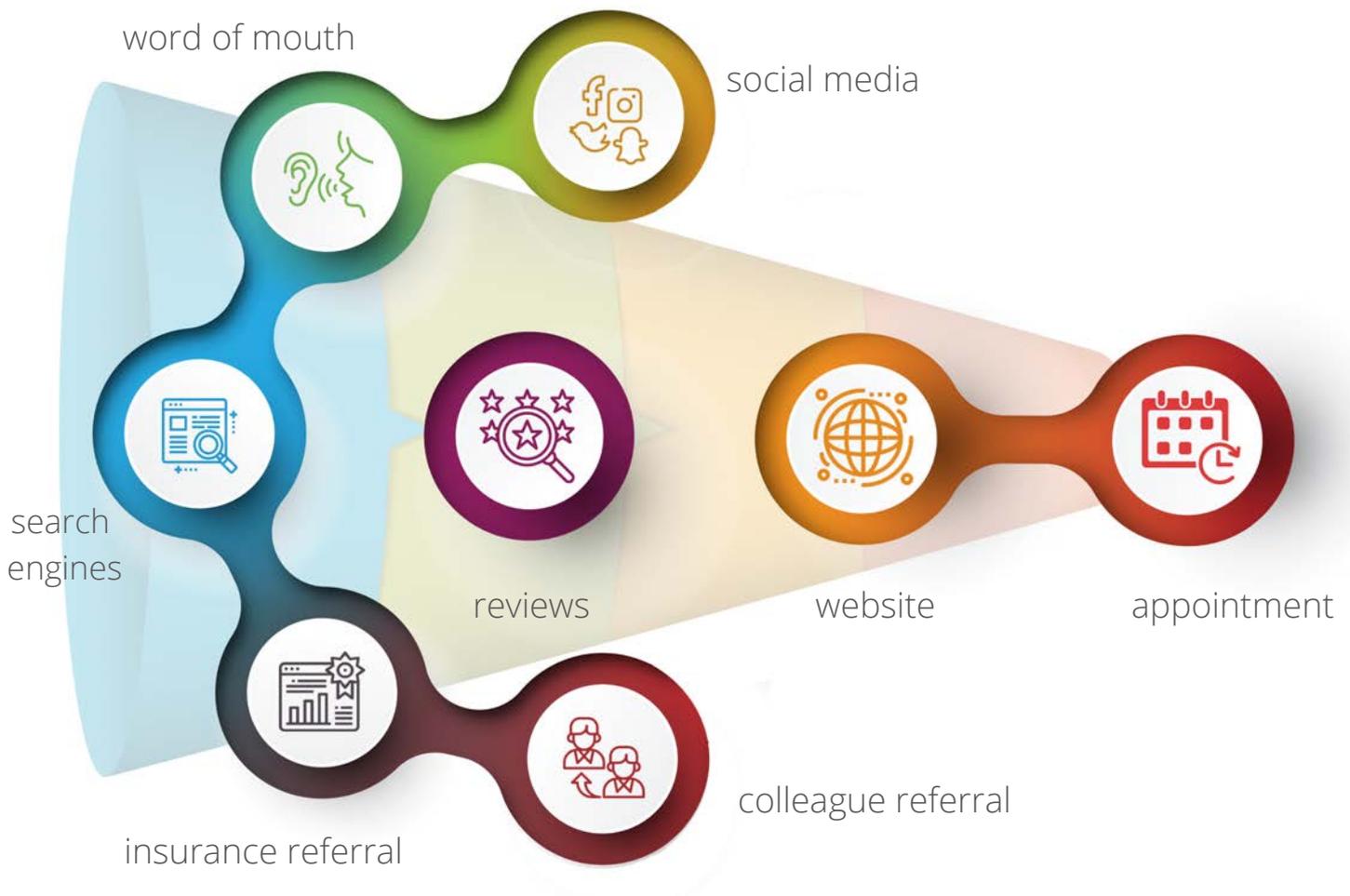
Most agencies will boast results related to increasing traffic towards your website or increasing your followers on social media (digital word of mouth). These are useless metrics if the end goal of increased appointment bookings is not achieved.

PHARMED takes a large number of measures to ensure that the majority of the patients who hear the good word of mouth or find you on a search engine actually book appointments.

- Secondly, almost no patient who hears a good review will immediately book an appointment. From a practical standpoint, chances are that they don't even have your contact details yet. From a behavioral standpoint, patients nowadays tend to be inquisitive and want to do their own research.

So what does the patient journey actually look like, and why is plotting it accurately for each medical practice crucial?

The Patient Journey looks like this:



There are five critical entry points to the patient journey:

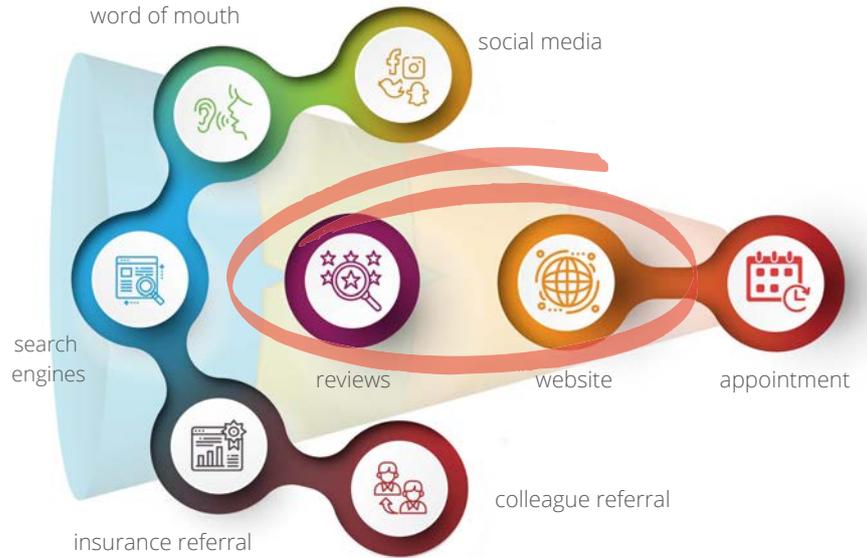
- Word of Mouth
- Search Engines - Referral websites
- Colleague Referral
- Social Media
- Insurance Referral

Which are the most important? That depends on your services, business model, and brand equity. For example:

- If cosmetic procedures are a core service within your practice, social media, word of mouth and search engines are all of high priority.
- If you accept emergency appointments, then word of mouth and search engines are your priority: a patient in pain will ask Google or their friends for an instant recommendation.

Such considerations are made by PHARMED before we create a medical practice growth proposal for you. If your collaboration with a marketing agency in the past was unsuccessful, it is likely because these considerations are often disregarded.

The TWO most important steps in the patient journey



Regardless of the entry point, there are two critical steps before a patient books an appointment.

Reviews



Reviews of your practice on various platforms such as Google my Business, Yelp, Facebook, ZocDoc, Healthgrades and many other listing and review platforms are largely important. As many as 70% of patients admit that reviews heavily influence their provider choice.

Website



Your website is a projection of your practice into the digital space. It is the last step before a patient books an appointment, and will either facilitate or hinder a booking. Patients today demand a remarkable experience: HIPAA and ADA compliance, hassle-free online booking, mobile optimization, SEO, chatbot, fluid design and more.

If your marketing efforts have been unsuccessful or partially successful so far, it is because of the variables described above that require to be carefully defined SPECIFICALLY FOR YOUR PRACTICE. If your marketer applied a "one-size-fits-all" plan, there were limited chances for success.

Now that you understand the basics of the patient journey, let's talk about enhancing the patient experience at every step; maximize the efficiency of your patient intake funnel and ultimately increase the number of new patient appointments at your practice.

2 Build a Strong BRAND

Think about:

- ✓ Why does your practice exist?
- ✓ What differentiates you?
- ✓ What problem do you solve?
- ✓ Why should people care?

Depending on your existing brand equity, PHARMED will help you either fill in the gaps in your current branding or simply align your branding across various channels.

Why spend resources on my brand?

A strong brand provides:



- Recognition and Recall
- Concise communication regarding your values and expertise
- Differentiation from competitors
- Patient Loyalty
- Financial value

Let's define branding for medical practices

The term “brand” has become one of those words that has almost propelled itself into the hallowed halls of business jargon due to its ubiquity and, frankly, overuse. It might be easier to start with **what a brand ISN'T**:

A brand is not:

- Your logo
- Your tagline
- Your service

All of these things can be expressions of your brand, but they are not your brand. Here's the simplest way we, here at PHARMED, define brand: **Branding is the promise of a distinct and memorable experience.** A brand is about creating an expectation and delivering it **consistently** every time someone comes into contact with your practice. Whether it's how you answer the phone, how your website functions, your patient service process, how your practice looks, or how your product/service performs. It's how you make your customers feel about themselves and their decisions when they are interacting with your brand.

The PHARMED Branding Process

The ideal current and prospective **patient**, demographics, location, habits, job, family, influencers and detractors.



Patient Persona

Competitors



Examine the **branding** and reach, as well as ratings, websites, paid promotion, marketing methods and major differences between **local competitors**.

Define your distinctive **qualities and benefits** with emphasis on research interests, clinical skills and approach.



Unique Qualities

Create the Brand



Leverage the existing brand equity and create a blend of the core value proposition and distinct qualities..

Develop one single sentence that will convey your core message and will resonate to the **target patient audience**.



Mission Statement

Brand Voice



Define the **tone of voice**, i.e. personable vs formal, established vs modern, fun vs serious, and develop the **brand story and messaging**.

Develop several options of logos, fonts, color palette, tag line, iconography, typography and the creative **brand guidelines** to ensure consistency across media.



Logo & Creative

3 Build a World-Class WEBSITE

Think about:

- ✓ 3-5 websites that you like and why
- ✓ Desired functionalities (see below)
- ✓ Desired content topics
- ✓ Domain name and access to DNS servers

The PHARMED signature Medical Practice Website

A responsive, mobile optimized Medical Practice Website design, fully customized to reflect **your Practice Branding and character**. A website that is proven to attract, inform and retain patients, with an interface that facilitates doctor - patient interaction and boosts appointment rates.

A Healthcare practice Website may include:



- Custom designs
- Fluid, animated design
- Expert mobile optimization
- SEO
- HIPAA compliant intake forms
- ADA compliance
- Blog and weekly blogging by a doctor
- Monthly analytics and traffic reports
- Chat module
- Online payments
- Online store
- Online appointment booking
- Telemedicine integration
- Patient portal
- Social Media integration
- Reviews integration

The PHARMED signature Medical Practice Website Explained



Custom creative, Fluid, animated design

Your personal brand lives and breaths on your website and will be reflected through the videos, graphics, typography, fonts, color palette, logo, mission statement and overall character of the website. These should all therefore be thought out in the most impressive, captivating manner.

Why is it important?

- **Reflect branding:** consistency, professionalism, facilitate recall, project values, inspire confidence and build trust.
- **Customization:** differentiate from competition. Create strong, memorable impressions and promote your unique qualities, services, and expertise.
- **Fluid design and videos:** Facilitate user interface interactions and increase organic traffic - up to 40% with proper use of videos,



Expert mobile optimization

The mobile version of your website is at least as important as your desktop version and should allow for all functions to perform in a fast and efficient manner. Often regarded as "good to have" mobile functionality is nowadays a "must have" and requires a second and very different version of your website.

Why is it important?

- **60% of your website visitors will view it on a mobile device** and this is a figure that will only grow with the 5G technology becoming widely available.
- **Facilitates word of mouth organic growth and app integration.** Visitors are more likely to share, add in their bookmarks and review your website from a mobile device. (Directly post reviews to Yelp, Google my business, and other social media).
- **Immediate actions on the go:** The mobile version of the website can be seen at any time: during commuting hours, leisure time, or social interaction time. During these hours the visitor has time to interact with your content and consider your services, while the desktop version of your website is more likely to be viewed during working hours when the visitor has no time to interact or consider your services..

The PHARMED signature Medical Practice Website Explained



Search Engine Optimization (SEO)

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.

In other words, SEO is the process of getting increased website traffic from the 'free,' or 'natural' search results on search engines. We use search engines to find answers and information online. SEO helps your website rank higher for relevant queries and will ultimately bring interested users to your new website.

Why is it important?

- **Discoverability:** Organic searches are most often the primary source of website traffic.
- **SEO Builds Trust & Credibility:** The goal of any experienced SEO is to establish a strong foundation for a website that is easily discoverable via online searches through the trust and credibility of the brand and its digital properties.
- **If You're Not on Page 1, You're Not Winning the Click:** It's no secret in the world of SEO that if you're not on Page 1, you're likely not killing the organic search game. A recent study shows that the first three organic search ranking positions result in nearly 40 percent of all click-throughs, while up to 30 percent of all results on Page 1 and 2 don't get clicked at all.

Is good content everything?



Not quite. SEO has as much to do with the technical (non-visible) part of your website as it does with the visible content. It also has to do with the authority of your website among other relevant websites: Usually referred to as off-site SEO, this is the amount of "backlinks" aka links on other websites pointing to yours. It's similar to the citations for a journal article.

PHARMED signature website packages include SEO as standard, because without it, it's like building your business in the desert. No one will see your website no matter how attractive it is unless a proper optimization continuously takes place.

The PHARMED signature Dermatology Website Explained



The SEO circle of excellence

SEO leads to free website traffic and **can contribute up to 50% or more visitors to your webpages**. For this reason it complements, and often rivals, paid advertising methods. However, it is also a time consuming and a long term process.



Marketing budgets that include only paid promotion such as PPC without SEO are fundamentally ineffective and are several times more costly in the long run. SEO is not an expense but an investment.

The PHARMED signature Medical Practice Website Explained



Compliance: ADA and HIPAA

Healthcare websites are required to follow certain regulations and are increasingly scrutinized for their compliance. Although small medical practices are less likely to be sued for non-compliance, satisfying the U.S. regulations means eliminating this risk altogether, as well as providing better service for your patients.

What is ADA compliance?

ADA stands for the **Americans with Disabilities Act**. It was signed into law by President George Bush in 1990, and it is America's most important law regarding accessibility and civil rights for people with disabilities, including web accessibility.

The part of the ADA that affects the ways in which businesses serve customers is called Title III, and all medical practices fall under this regulation. At the moment, WCAG 2.0 is the best measure of web accessibility when it comes to federal law. WCAG stands for the **Web Content Accessibility Guidelines**. They are the most important guidelines for web accessibility policy and set the standard for web accessibility legislation in most countries around the world.

Why is this important for a Dermatology practice?

The Department of Justice may file lawsuits in a federal court to enforce ADA Compliance, which could result in compensatory damages and back pay to remedy discrimination if the Department prevails. Under title III, the Department of Justice may also obtain civil penalties of up to \$55,000 for the first violation and \$110,000 for any subsequent violation of ADA Compliance.

Do ADA lawsuits really happen?

ADA's relevance to web accessibility isn't just theoretical. Since 2017, the number of ADA title III-related lawsuits has skyrocketed. In 2017, 816 ADA Title III lawsuits were filed, but in 2018 that number rose to over 2,200. That's a rise of 180%, and is only the tip of the iceberg. This number doesn't represent the increasing number of ADA legal complaints and lawyer demand letters that were filed against businesses with non-accessible websites in the last few years (because they never become part of the public record). Experts estimate that approximately 40,000 demand letters were sent in 2018, and in 2019 this figure peaked with over 100,000 demand letters and over 10,000 lawsuits.

The PHARMED signature Medical Practice Website Explained



The **Health Insurance Portability and Accountability Act** of 1996 (HIPAA) is a federal law that mandated the creation of national standards to protect sensitive patient health information from being disclosed without the patient's consent or knowledge.

HIPAA Compliance Checklist

The following are identified by HHS OCR as elements of an effective compliance program. Please check off as applicable to self-evaluate your practice or organization.

Have you conducted the following six (6) required annual Audits/Assessments?

- | | |
|---|---|
| <input type="checkbox"/> Security Risk Assessment | <input type="checkbox"/> Security Standards Audit |
| <input type="checkbox"/> Privacy Standards Audit (Not required for BAs) | <input type="checkbox"/> Asset and Device Audit |
| <input type="checkbox"/> HITECH Subtitle D Privacy Audit | <input type="checkbox"/> Physical Site Audit |

Have you identified all gaps uncovered in the audits above?

- Have you documented all deficiencies?

Have you created remediation plans to address deficiencies found in all six (6) Audits?

- Are these remediation plans fully documented in writing?
- Do you update and review these remediation plans annually?
- Are annually documented remediation plans retained in your records for six (6) years?

Have all staff members undergone annual HIPAA training?

- Do you have documentation of their training?
- Is there a staff member designated as the HIPAA Compliance, Privacy, and/or Security Officer?

Do you have Policies and Procedures relevant to the annual HIPAA Privacy, Security, and Breach Notification Rules?

- Have all staff members read and legally attested to the Policies and Procedures?
- Do you have documentation of their legal attestation?
- Do you have documentation for annual reviews of your Policies and Procedures?

Have you identified all of your vendors and Business Associates?

- Do you have Business Associate Agreements in place with all Business Associates?
- Have you performed due diligence on your Business Associates to assess their HIPAA compliance?
- Are you tracking and reviewing your Business Associate Agreements annually?
- Do you have Confidentiality Agreements with non-Business Associate vendors?

Do you have a defined process for incidents or breaches?

- Do you have the ability to track and manage the investigations of all incidents?
- Are you able to provide the required reporting of minor or meaningful breaches or incidents?
- Do your staff members have the ability to anonymously report an incident?

*** AUDIT TIP: If audited, you must provide all documentation for the past six (6) years to auditors.**

The PHARMED signature Medical Practice Website Explained



Website blog

An active website blog signals, to the mind of a patient visitor, an active practice. PHARMED signature websites come with blogging as a standard: Depending on the package you subscribe to, a medical doctor or healthcare professional will create blog articles for your website on your behalf.

Why is it important?

- Drive traffic to your website
- Increase your SEO/ SERP
- Position your brand as an industry leader
- Develop better customer relationships



Monthly analytics and traffic reports

PHARMED signature websites come with real time analytics that you can access at any moment. In contrast with all other agencies that will provide you a monthly report, often with meaningless numbers, we empower you to review your digital performance across all channels through our proprietary healthcare excellence platform.

Why is it important?

- Calculate and improve your spending ROI
- Identify search trends and adapt your services
- Continuous keyword and SEO optimization
- Monitor traffic sources, visitor demographics and adjust your marketing efforts to the groups that perform best
- Review and improve bounce rates
- Make adjustments to your online presence to improve visitor conversion

The PHARMED Real Time Analytics Report (example)

Name Omega Dental Specialists
Address 106 W Gray St
City, State Houston, TX
Zip 77019
Phone Number +1 713 322 7474
Website <http://omegadentists.com/>
Business Category Health & Medical > Dentists



Overall Score 📌



Listings



Reviews



Social



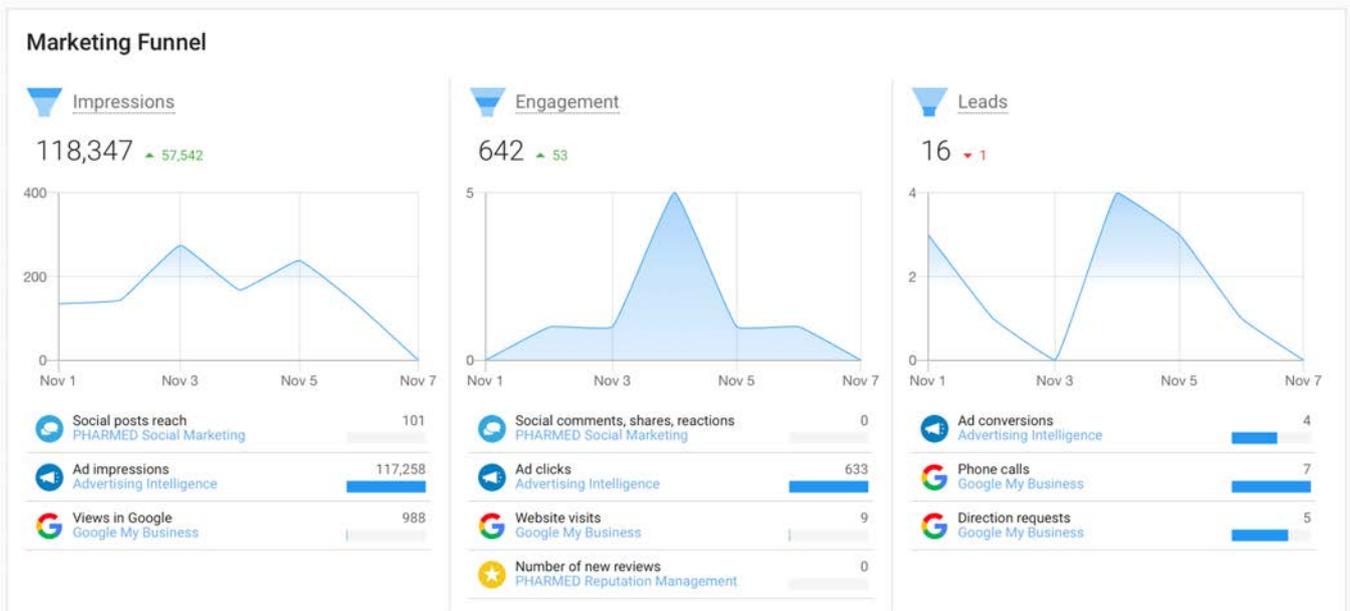
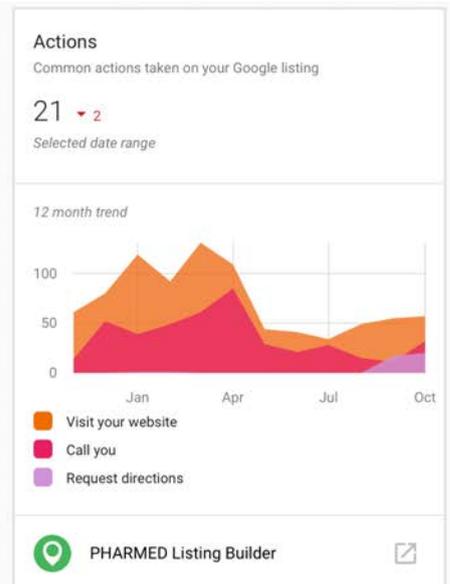
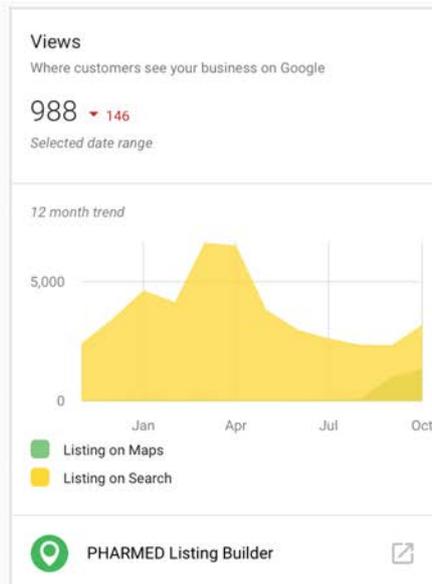
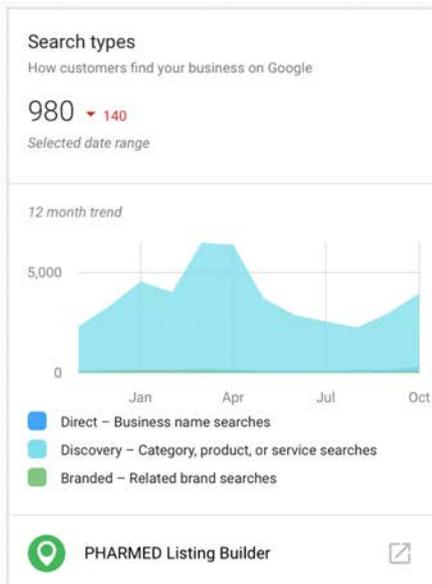
Advertising



SEO



Website



The PHARMED Real Time Analytics Report

B

SEO Can consumers find you in search?

How is this grade calculated?



Potential customers are searching online for the products or services that your business offers. With SEO (Search Engine Optimization), you can boost your visibility in those search results so that people find you before your competitors.

Organic Keyword Performance

Here's how your SEO stacks up to that of your competitors

	Overlap	Keywords	Clicks	Value
omegadentists.com		1615	25043	\$49,340
augmabio.com		424	2303	\$2,989
authoritydental.org		15633	3446629	\$6,828,745
midtowndentistry.com		661	4191	\$16,191
definitiondental.com		1181	49220	\$66,015

Organic Keyword Ranking

How your business shows up on Google Search

Keywords	Competitiveness	Rank	Local Searches	Global Searches
dental specialists		11	6,600	12,100
colored braces		16	90,500	135,000
color braces		17	90,500	135,000
braces colors		20	90,500	135,000
braces color		21	90,500	135,000

Are you ready to improve your search engine ranking and help more customers find your business online?

[Get in Touch](#)

Average star rating

Your average rating across all reviews to date

4.83 no change

Selected date range



Weekly average review rating (past 6 months)



PHARMED Reputation Management



The PHARMED Real Time Analytics Report



Advertising Do consumers know about your business?

How is this grade calculated? •



Potential customers are within your reach, whether they're searching Google, scrolling through Facebook, or browsing other sites around the web. With digital advertising, you can put your business in the spotlight so that those people consider you before your competitors.

Recommended Keywords

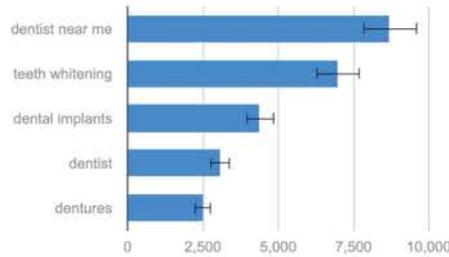
Top 5 keywords for your business

Advertise on Google and capture customers who are searching precisely for the products or services your business offers.

28,259

Possible Impressions

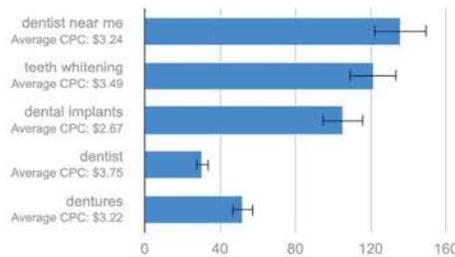
Estimated views of your ads (per month)



490

Possible Clicks

Estimated clicks on your ads (per month)



Figures shown assume a maximum cost per click (CPC) of \$5.00 with an unlimited budget. Keywords are generated using content gathered from your website. Actual results may vary due to specific advertising budgets, goals, and methods used.

Campaign Performance

Here's how your ad campaigns compare to those of your competitors

	Overlap ⓘ	Keywords ⓘ	Clicks ⓘ	Budget ⓘ
omegadentists.com		398	1350	\$4,608
memorialfamilydental.com		75	183	\$400
qualitydentalteam.com		100	854	\$3,004
distinctdentalhouston.com		45	345	\$690
briankilgoredds.com		140	535	\$1,063

Retargeting

Information about your business's retargeting



Great work!

It looks like you're taking advantage of retargeting!

Make sure to test your ads frequently so you know which ones work best with your customers.

Want to run more effective ad campaigns and get more customers in the door? We can help!

[Get in Touch](#)

The PHARMED signature Medical Practice Website Explained



PHARMED Signature Website Chatbot

Although proven to increase interaction between visitors and website owners, medical practice website chatbots have been faced with skepticism. Would it be HIPAA compliant? How will I answer website visitors while I am with a patient or even out of the office?

Why is it important?

Chatbots are proven to increase appointment booking rates by 30-60%. The reason is simple: people find texting easier and less intrusive than a phone call. The most common questions coming in from chatbots are:

- When can I book an appointment?
- Do you accept my insurance?
- Do you provide certain treatments?
- What are your fees for the service I require?

As long as it is clear that the intended use is for general practice information and not medical advice, your admin can pick up the chatbox communication in the same way they would answer the phone.



Online Payments, Bookings and Invoicing

Online transactions are preferred by both patients and practices, and today's technology allows for digital payments to be completed in a secure manner. Implementing online payments on your website has several benefits and is a standard for a PHARMED signature dental website.

Why is it important?

- Offers convenience to your patients
- Reduce admin workload
- Track invoices automatically
- Reduce no shows
- Improve cashflow

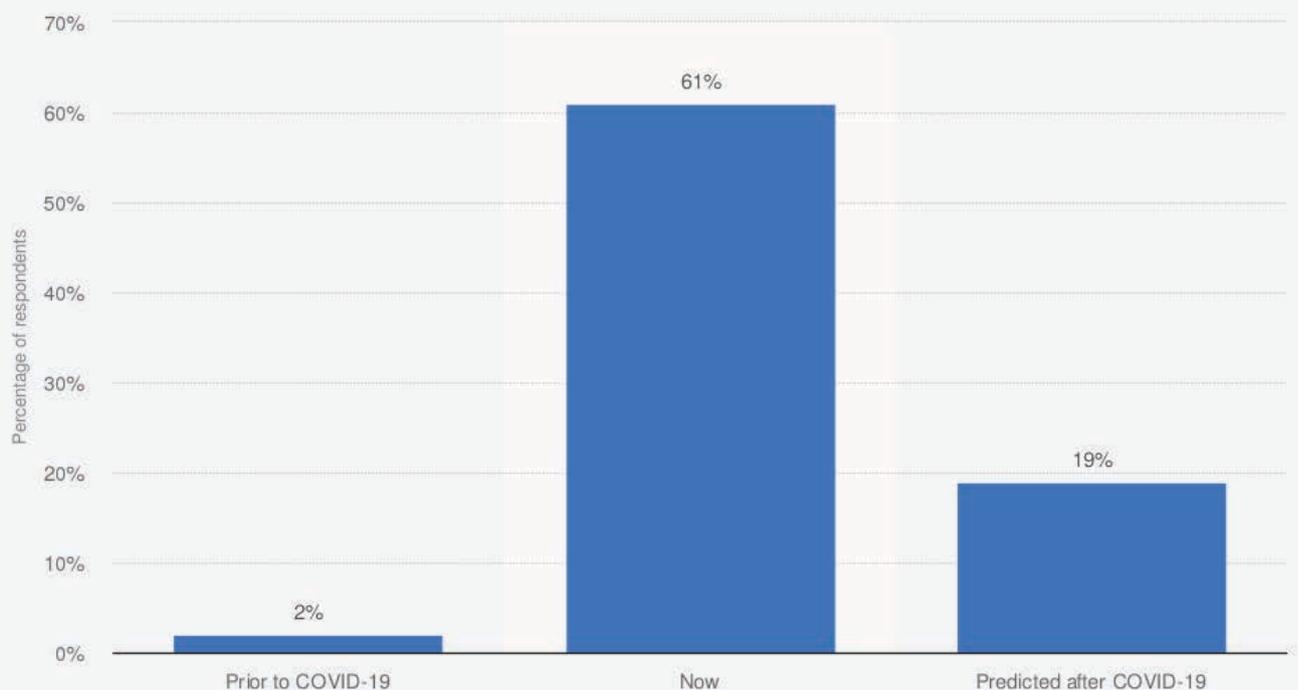
The PHARMED signature Medical Practice Website Explained

TELEMEDICINE integration



Research shows that patients prefer a Telemedicine appointment to an office visit during the pandemic, and trends indicate that virtual clinic appointments will gain traction even post COVID-19.

Percentage of patient appointments conducted via telemedicine before, during, and after the COVID-19 pandemic as of April, 2020



Source:
Pharmaceutical Executive
© Statista 2020

Additional Information:
United States; Ipsos; m360 Research; April 15 to 21, 2020; 398 health care professionals

Why is Telemedicine important?

- More efficient way to conduct online consults, prescribe medications and screen those in need of emergency care.
- Preferred by patients
- Safer than in person visit
- More affordable than in person visit

4 Online Listings

Think about:

- ✓ Neustar Localeze
- ✓ Factual Data
- ✓ Axle
- ✓ Foursquare
- ✓ Google
- ✓ Yelp

My medical practice is on Google, so I am discoverable!

Famous last words... Read on and dive into the depths of the U.S. local search ecosystem. You will realize why your past collaborations with marketing agencies failed your expectations.

How does the PHARMED listing distribution work?

The PHARMED Listing Distribution submits your business information to the main data aggregators:

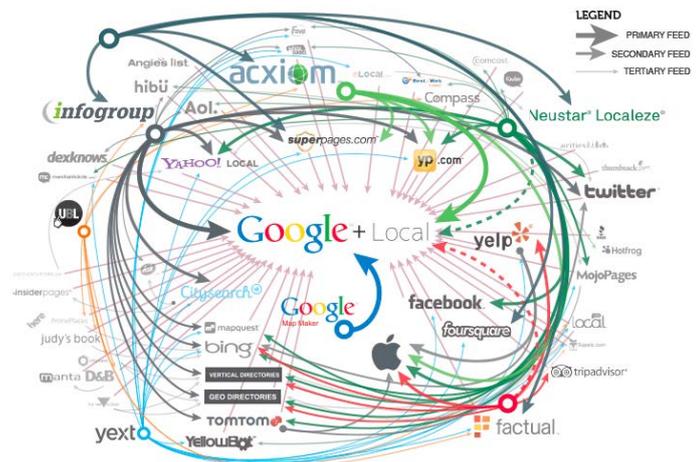
- Neustar Localeze
- Factual Data
- Axle
- Foursquare

Over time, hundreds of sources will reference these aggregators to collect business data and create accurate listings based on your submitted information. This includes search engines, navigation systems, voice search, mobile apps, and even offline sources like telephone books and government records.

Why is this important?

When multiple sources have consistent business data, two outcomes occur:

- Search engine crawlers, like Google's WebCrawler, finds the same information in multiple places and adds more confidence to their business data.
- Effective backlinks are created with more sources referring to the business' website, creating better SEO.



What are data aggregators?

Data aggregators gather consumer and business data and provide it to hundreds of listing directories, review sites, search engines, and more. They also power sophisticated modern applications such as Apple's Siri and personal navigation systems.

What should you do?

PHARMED will update your listings on all data aggregators and resubmit your listing data once every week to ensure that aggregators always have the most accurate version of your listing. You will notice a dramatic increase on your organic traffic.

What about Google maps and Google My Business?

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. To help customers find your business, and to tell them your story, you can verify your business and edit your business information.



Why is Google my Business Important?

Your Business Profile on Google **helps your business show up when it matters most: the moment customers are searching for your business or products or services like yours on Google Search and Maps.** Log into your Google My Business account to update your address, phone number, website, open hours, and more to help customers find and connect with your business. Keep your profile updated with fresh photos, special offers, and promotions to make it easy for customers to choose you. Or have PHARMED do it for you.

What about Yelp, is it Important?

Along with other review sites, Yelp is important because it is emerging as the leading consumer review site for many types of businesses and currently receives high priority from the Google Search Engine results.



What about ZocDoc?

PHARMED stands categorically AGAINST any platform that charges physicians for referring patients.

ZocDoc charges hundreds of dollars for monthly fees plus \$35 - \$100+ for each new patient appointment booking.

Every healthcare professional understands the anti-kickback laws governing patient referrals. ZocDoc has received a favorable advisory opinion from OIG claiming that the fees charged are for the platform functionality and for offering an easy booking system that facilitates appointments. This may have been true in 2013 when zocdoc started becoming popular and when HIPAA compliant healthcare booking functionality was expensive and cumbersome.

HIPAA compliant appointment booking technology is now accessible by everyone and is included in all website packages by most web developer agencies, hence we don't see why any healthcare provider should be required to pay "per patient booking fees" to use it.

At the same time, being discoverable can be achieved organically and in an unbiased manner through search engines and great website content. In this way, you are not bound to algorithms created by a platform with conflicting interests to yours.

So what does ZocDoc really facilitate? In one word: Cancellations. ZocDoc is heavily skewed towards allowing easy and free cancellations for patients. By allowing patients to cancel a booked appointment (for which the physician has already paid) without a penalty fee, ZocDoc creates a reality where patients book multiple appointments without commitment to show up. A reality in which the trust relationship between a doctor and their patients are severed by a culture of the "plenty" and non-committing engagements.

It is our firm position that the only sustainable way to create a strong patient base is by showcasing your reputation on your own media and building a strong brand, patient-provider relationships and word of mouth referrals.

Summing up



- HIPAA compliant booking systems are affordable and often free
- Charging a physician a "per appointment" fee claiming that it is for the use of a booking platform is unfounded and unethical.
- Relying on a booking platform skewed towards simplicity and the absence of cancellation fees leads to no-shows and severs the patient-doctor relationship.

5 Social Media

Think about:

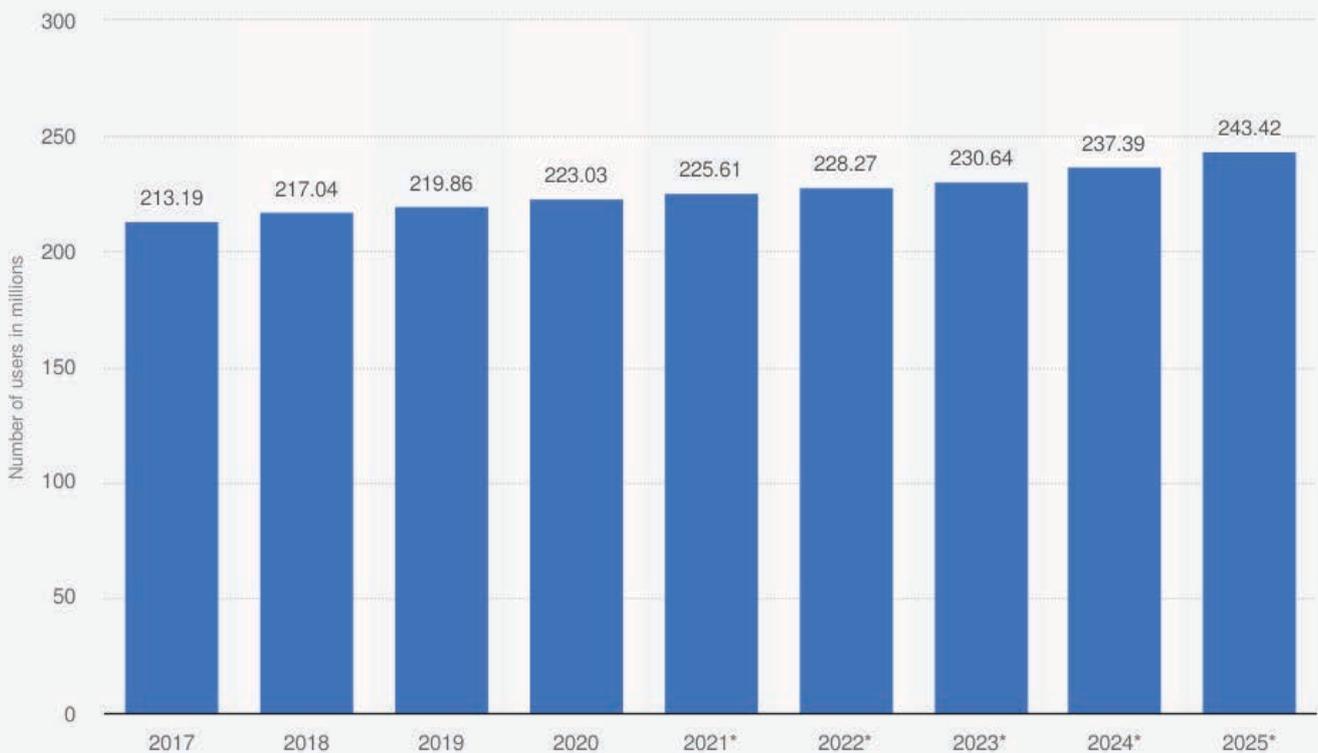
- ✓ Channel Selection
- ✓ 3-5 competitor accounts
- ✓ Review the patient persona defined in chapter 1
- ✓ Review your branding guidelines
- ✓ Set budget and frequency of social media posts

I have no need for Social Media, I am on Google.

This does not hold true. You will certainly acknowledge the value of word of mouth when it comes to new patient referrals and today, **word of mouth today takes place on social media.**

Over 200 million Americans are on social media:

Number of social network users in the United States from 2017 to 2025 (in millions)

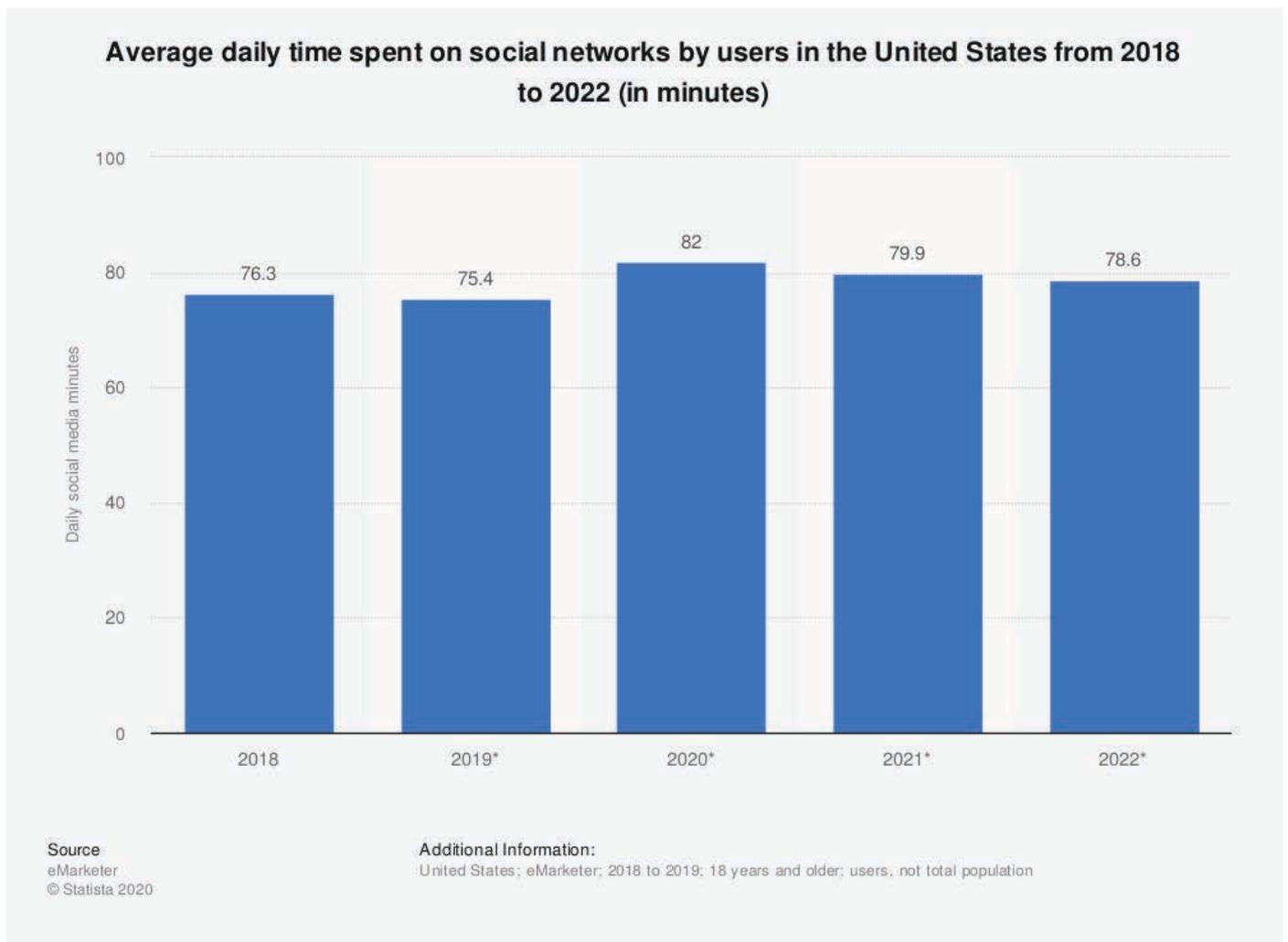


Source
Statista
© Statista 2020

Additional Information:

United States; Statista: 2017 to 2020; internet users who use a social network site via any device at least once per month

...and they spend **over one hour per day** there:



Social media increases your brand's visibility



Just as there are plenty of fish in the social media sea, there are also a TON of boats looking to land a big catch. Ensuring your medical practice and brand are present and active on multiple social channels will create the opportunity for consumers from different demographics to find and follow you.

Also, half of consumers follow brands to indicate their loyalty, so a business's current customer base will also increase brand awareness and visibility. The more followers a business has, the more likely it is to be seen. Additionally, if a medical practice owner treats these followers as a sentient community rather than a stagnant lead pool, it will help improve customer service and brand image.

Social media improves your customer service



A medical practice's presence on social media creates the opportunity for an open dialogue with consumers, and 60% of followers expect a brand to interact with their followers directly through social media. With more than half of marketers utilizing social media as two-way street for communication, it is important for business owners to give their audience what it wants.

By providing engaging content, exclusive social offers, and genuine responses to feedback like reviews or questions, you will be able to build brand loyalty and lasting customer relationships through your social community. Did we mention that all of this comes with a minimal price tag?

Social media is easy on your budget



Old school marketing tactics like snail mail ads or flyers can be expensive, and it will undoubtedly take time to measure their ROI. Joining and posting to social media is free of charge, there's no limit to how many posts you can publish, and your efforts are seen by followers immediately.

Paid advertising on social media is also an option, and this tactic will allow you to target specific audiences you want to reach. The best part is that your budget for paid social advertising can be as large or as small as you see fit: it's all designed to meet your business's unique marketing needs. Investing in social media with time or money can help with more than just a business's social accounts, too.

The circle of Social media

Social media management is a rigorous, relentless process with continuous content production and evaluation, and required strong project management processes to ensure that the appropriate scientific and marketing content is transmitted to the right audience. In PHARMED, the process is as follows:

Channel Selection

Select the appropriate channels based on your target patient persona.



Content Bank development

A content bank of at least one month worth of posts should be created in advance and approved by you. Only trust healthcare professionals to create your social media content, never lay marketers.



Client Review

a multidisciplinary team consists of creative, content and project management and pushes content for review several weeks in advance of publishing.



Posts go live

Our social media manager will be posting approved content according to schedule and carefully optimize promotion to increase views, likes and ultimately followers.



Promotion

Each social media post will be a candidate for a minor paid promotion to increase the reach, likes and follows.





Digital Advertising

Think about:

- ☑ Distinct types of services that we will promote
- ☑ Potential offers, seasonal or continuous
- ☑ Events relevant to practice
- ☑ Monthly budget for digital advertising

What is digital advertising and why is it needed?

A world class website or great posts on social media will not attract visitors or convert them to patient appointments without promotion. Digital Marketing consists of the following:

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Content marketing
- Social Media Marketing (SMM)
- Pay-per-click advertising (PPC)
- Affiliate marketing
- Email marketing

Digital promotion will take place on various channels defined by the patient journey. From the moment they realize that they have a medical need to the moment they book an appointment with a physician.

- Brand awareness campaigns
- Brand consideration campaigns
- Website traffic campaigns
- Lead generation campaigns

These promotional efforts may be deployed across different channels such as

- Google search results and display network.
- Facebook, Instagram and their affiliates.
- Bing search results, if required.
- Other channels such as LinkedIn, Pinterest, Twitter if required.

Digital Advertising

Digital advertising is done via several channels and each one has specific requirements and considerations. Optimizing across the appropriate channels leads to higher conversion rates.



Summary

- **Medical practice growth today can only be achieved digitally.** Because the patient journey is online: Word of mouth, recommendations, referrals, reviews and provider comparison, all take place on various digital platforms.
- A robust digital presence starts with the **patient persona definition:** a list of patient attributes that will enable you to locate them in the vast digital space and laser target them with promotional efforts that will bring them to your medical practice.
- **One-size-fits-all digital marketing is prone to failure:** individualizing your medical practice growth plan and anchoring every action to your specific goals will yield incomparably better results, conversions and will ensure that your spending budget reaches high ROI.
- **An all-around, holistic approach to medical practice growth** will maximize your conversions and requires actions and considerations across all of the following:
 - patient journey
 - branding
 - intelligent website
 - practice listings
 - social media
 - outreach
 - digital promotion



We hope that you have found this guide helpful and that you were able to gain valuable insights that will enable you to make the right choices related to your medical practice growth. Click on this button to get in touch with PHARMED today for a free consultation, and to find out how we can bring your practice to the next level.