



healthcare-focused digital marketing  
websites + digital advertising + reputation + analytics  
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# Top Practice Marketing Secrets



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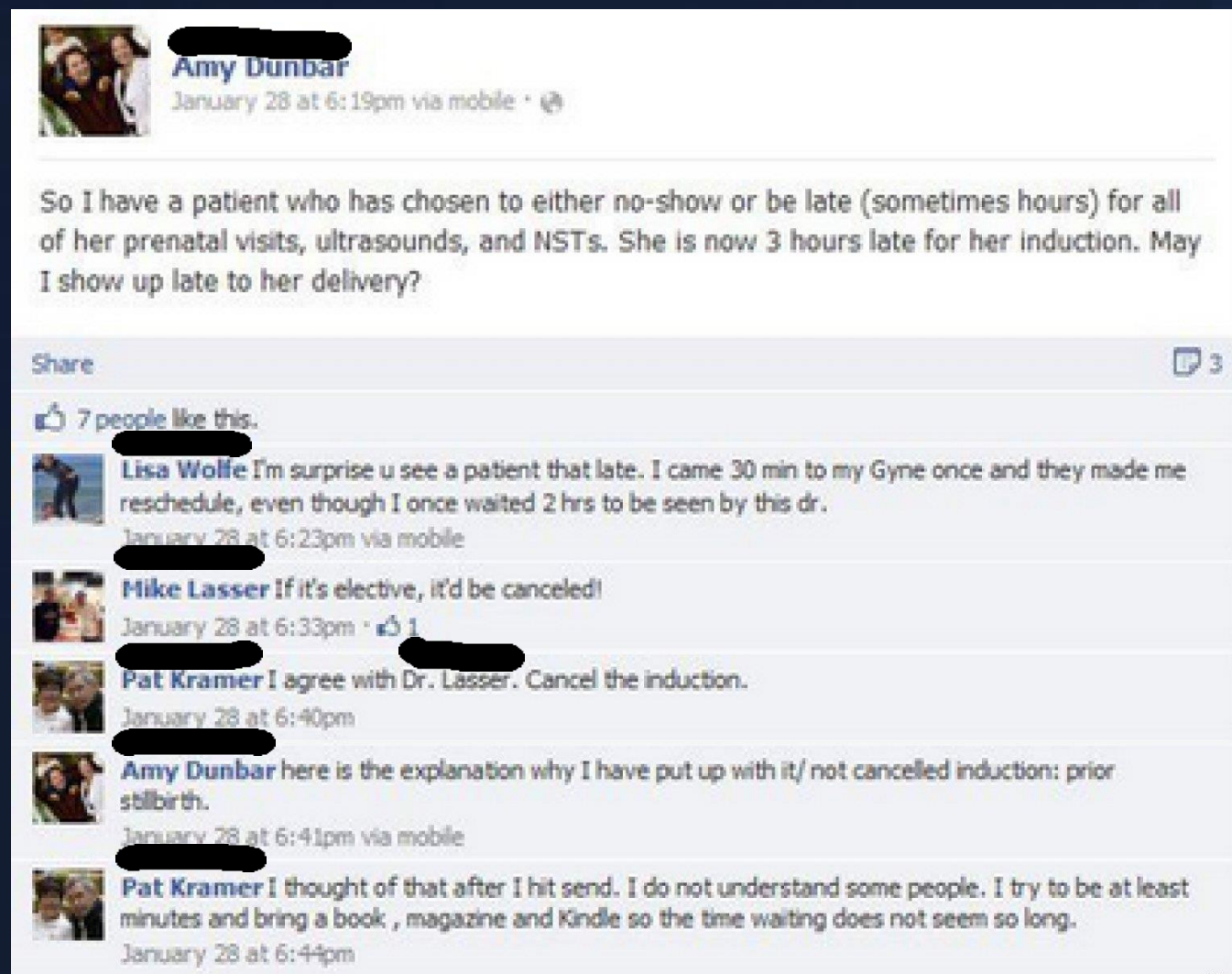
# Objectives

- Social media tips, how to get clicks, ideas for posts
- Online reputation sites – how to deal with patient reviews
- To Blog or Not to Blog – what content matters
- Video – from practice tours to procedure videos
- Referrals – building patient referral networks
- HIPAA/HITECH Compliance and Security

# Test Your Social Media Knowledge!

I know it's early, but humor me

# What Is Wrong With This Post?



**Amy Dunbar**  
January 28 at 6:19pm via mobile · 📍

So I have a patient who has chosen to either no-show or be late (sometimes hours) for all of her prenatal visits, ultrasounds, and NSTs. She is now 3 hours late for her induction. May I show up late to her delivery?

Share 🗨️ 3

👍 7 people like this.

**Lisa Wolfe** I'm surprise u see a patient that late. I came 30 min to my Gyne once and they made me reschedule, even though I once waited 2 hrs to be seen by this dr.  
January 28 at 6:23pm via mobile

**Mike Lasser** If it's elective, it'd be canceled!  
January 28 at 6:33pm · 🔄 1

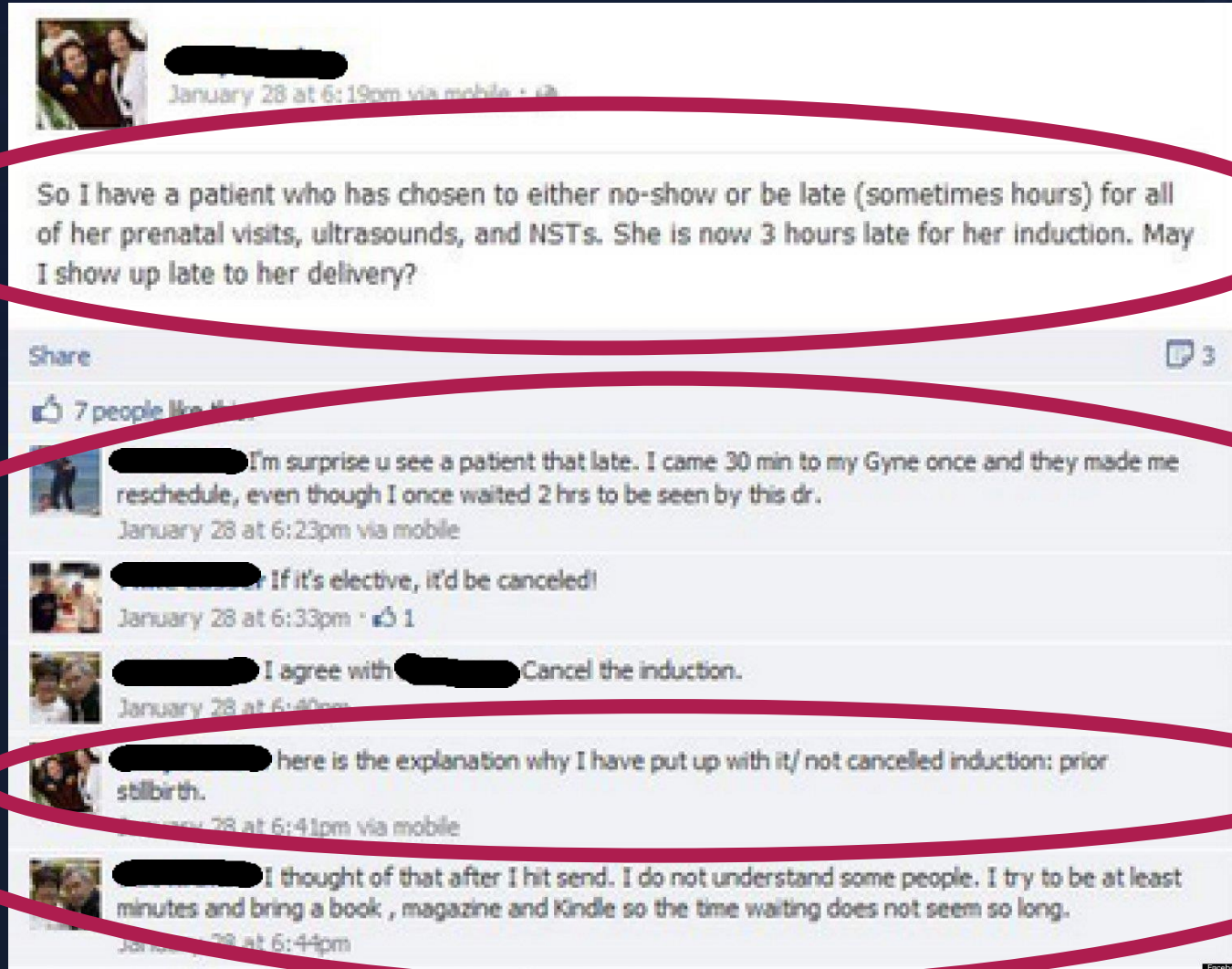
**Pat Kramer** I agree with Dr. Lasser. Cancel the induction.  
January 28 at 6:40pm

**Amy Dunbar** here is the explanation why I have put up with it/ not cancelled induction: prior stillbirth.  
January 28 at 6:41pm via mobile

**Pat Kramer** I thought of that after I hit send. I do not understand some people. I try to be at least minutes and bring a book , magazine and Kindle so the time waiting does not seem so long.  
January 28 at 6:44pm

Facebook

# More than you think!





January 28 at 6:19pm via mobile · 📍



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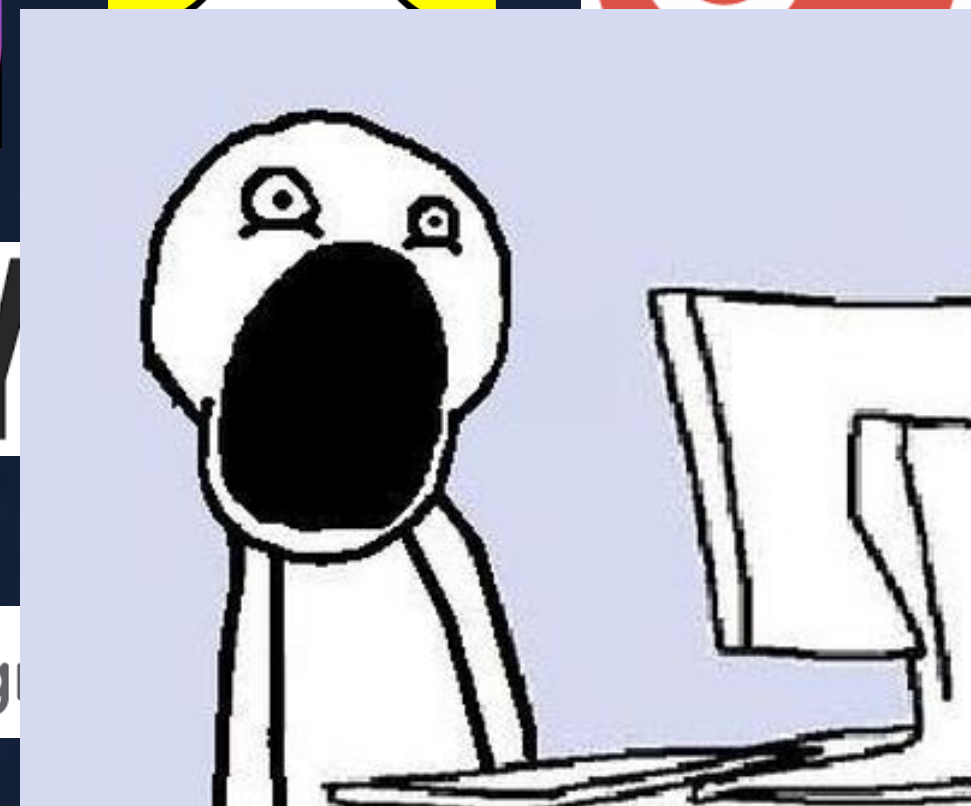
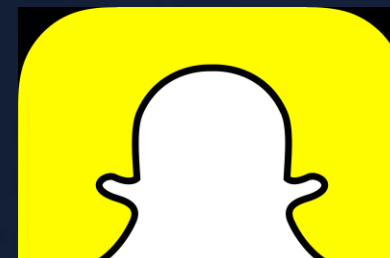
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Facebook

# The Social Media Landscape



# What Not To Do

- Post patient identifiable information (duh!)
- Friend/Follow your patients from your personal account
  - Always have a professional or practice account you use for communicating with patients
- Allow comments
- Accept direct messages
- Share posts from patients
- Vent about work
- Feed the troll – react to comments or reviews on a personal level
- Stalk patients\*
- Give medical advice

# Why?

- The Wild Wild West
- Ethics, Professionalism, Privacy, and Confidentiality
- Don't lose your trusted status among your audience
- Insurance is good, Assurance is better
  - All it takes is one lawsuit to set a standard – don't make it be named after you
- Just because X is doing it, that means I can too! – **NO!**
- HIPAA violations are only \$50,000



# Content Ideas

How to use the correct bait without flashy click-bait.

# Content Ideas

- Quizzes
- Polls
- Alerts/Warnings
- Patient education- conditions, surgical techniques, treatments, studies/findings
- Practice news - birthdays, holidays, closures
- Case studies, success stories

# Click Bait

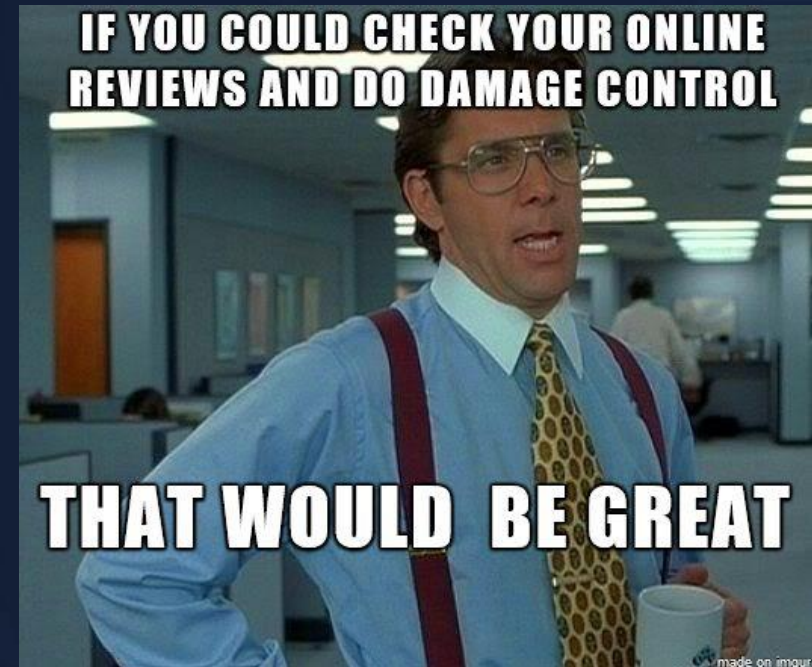
- You won't believe these 7 shocking ways our patients lost the baby weight
- 10 things you didn't know were pregnancy myths
- The dirty secrets of menopause. This post will blow your mind.
- 7 mind blowing tips for handling morning sickness
- You've got to see what Kim Kardashian is wearing now!

# Dr. Randy Lizardo

Via video to share some of his social media success

# Reputation Management

- NEVER - take reviews personally
- ALWAYS - apologize, say you are improving and ask for a 2nd chance
- HOLD - meeting with your staff on improvements
- REMEMBER - you can't please everyone the first time.
- GET BETTER - we learn, grow and find ways to do better.
- KEEP - Community Oriented



# Build Your Authority

- Authority = Leader for your unique industry
- Become a valid resource for your followers by:
  - Keeping your information relevant, to the point and fact based
- Grow Your followers organically by
  - Word Of Mouth
  - Choosing the right Social Media Platforms
  - Appealing to your market

# Blogging

- Yes, blog! As long as you keep doing it
- You need to blog at LEAST twice a month to stay fresh
- Patients and search engines love fresh content
- Keep it interesting and on topic
- Use same “clickbait” techniques in your blog title
- Under 750 words
- Use section titles, lists, or bullets for quick consumption of content by patients

# Videos

- Distribution on social media, website, blogs
- Pictures say 1,000 words, videos can say a million
- Many accrediting bodies have not established guidelines for videotaping procedures
- Must get patient consent
- Anonymize the patient
  - Avoid identifying areas such as face, tattoos, etc.
- Keep it short



# Referral Marketing

Brent Matherly to share insights into the world of physician referrals

# Top Six Marketing Strategies

- Branding
- Internet Marketing
- Public Relations (including free press and events)
- Internal (patient referral) Marketing
- External Advertising
- Increasing Physician Referrals

# Physician Referral Building: Keys to Success

- Dedicated Direct Marketing Representative
- Clear Defined Messaging
- Consistent Regular Contact with Referring and Potential Referring Base
- Facilitate Relationships with Referring Physicians and Practice Physicians
- Defined Metrics and Activity Tracking

**We are in Medicine: The Human Touch is  
Always the Most Important Tool**

# Questions?

**Contact us!**  
[www.webpartners.us](http://www.webpartners.us)