



## New Doctor Checklist

Do you have a new doctor joining the practice? Make sure you've taken care of the following items to help make their transition as successful as possible (for you and them).

- ✓ Update their headshot (no matter how hard they fight you on it)
- ✓ Create new bio card
- ✓ Design and print a new poster announcing the doc's arrival
- ✓ Add doctor to existing print materials including:
  - Brochures
  - Handouts
  - Appointment Information
  - Letterhead
  - Referral cards
  - Notepads
  - Calendars
- ✓ Add doctor to website in relevant regions
- ✓ Create a news release announcing your new doctor
  - Be sure to include his specialty information and education info
- ✓ Gather all necessary information to claim profiles on physician rating websites
  - NPI number
  - Birthday
  - CV
- ✓ Create a postcard to send to referral partners
- ✓ Create a "Get to Know the Doc" video (or video series)
- ✓ Transcribe content from video series to turn into web content
- ✓ Schedule speaking engagements for your new doctor
- ✓ Pair your new doctor with an established one in your practice to help them learn the area and the office
- ✓ Take a new team photo
- ✓ Plan to add them into your social media calendar
- ✓ Order name badges and signs for the office
- ✓ Create a bio plaque to add to the walls of the office

Of course, this list is not all-inclusive. Take a few minutes to add items relevant to your office and community to complete the list.