



**Your Best Patient is the One
You Already Have**

Considerations

- Getting new patients is an expensive, ongoing proposition
- It's always easier and more cost effective to achieve repeat business vs. new business
- You already have a daily captive audience!



What's Ahead

- How to Market to Existing Patients
- Steps to Create Raving Fans
- Easy Ways to Use Testimonials





Marketing to Existing Patients

Marketing to Existing Patients

Take an inventory of available marketing channels

- Patient waiting rooms
- Televisions
- Newsletters
- In-office signage



Patient Waiting Rooms

Pros:

- Captive audience (insert your average waiting time here)
- People are waiting – what else are they going to do other than thumb through your brochure or watch television?

Cons:

- People are waiting – you don't want to remind them how long it has been



Television & Lobby Videos

Pros:

- People are used to television
- Captive audience – nobody can hide from audio
- You control the message 100%

Cons:

- Expensive
- Looped video
- Annoying for staff



Printed Newsletters

Pros:

- You control the message 100%
- Can be used at every marketing event

Cons:

- There is a cost associated to design and printing
- It takes time to create a good newsletter



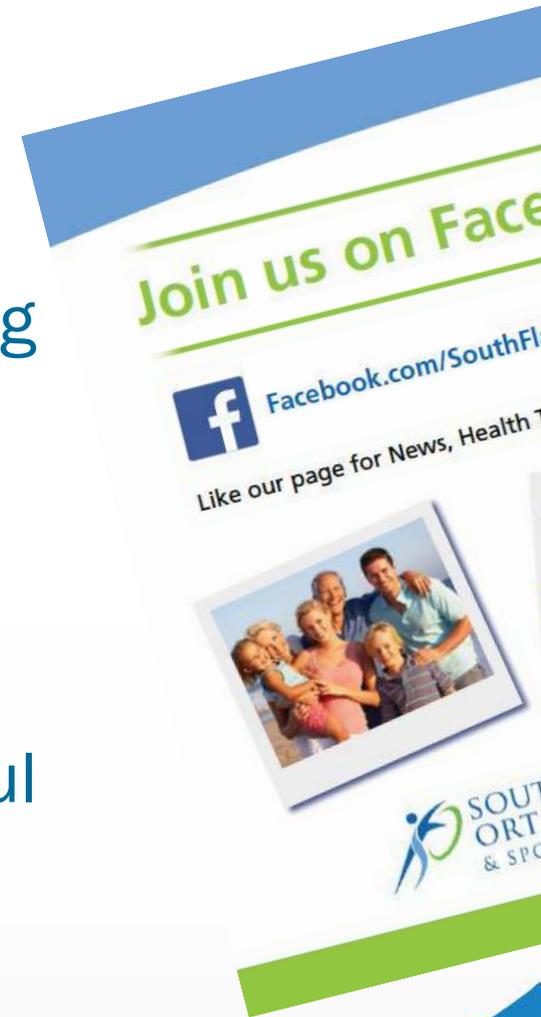
In-Office Signage

Pros:

- Inexpensive
- You can promote just about anything (cross promotion, special events, social media, etc.)

Cons:

- Can look 'cheap' if you're not careful
- Clutter can happen fast





Create Raving Fans

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Patient advocates will bring you more business

- Referrals
- Word of mouth
- Brand loyalty



Create Raving Fans

Personalized invitations to 'special' events

- Meet & Greet with the doctor
- Educational Seminars
- Surgery Alumni Groups



Create Raving Fans

Communicate

- If you don't tell your patients how they can help you, they won't know they can make a difference
- Establish a grateful patient program to make it easy for your patients to help
- Establish an e-newsletter for existing patients, holiday and/or birthday card program



Using Testimonials

Patient Testimonials

- Asking a patient to share their story goes a long way toward building patient advocates
- There's nothing quite as powerful as a personal story when making a healthcare decision



Patient Testimonials

1. Written Testimonials
2. Video Testimonials
3. Giving a positive review online



Patient Testimonials

Written Testimonials

- Use comment cards
- Ask for permission to reprint letters
- Create a patient feedback wall in the practice



Patient Testimonials

Video Testimonials

- Very impactful
- Great for showing the doctor/patient relationship
- Effective at showing surgery outcomes and easing fear
- BONUS: SEO Value



Patient Testimonials

Positive Online Reviews

- Easy to give and impactful to managing your reputation
- Contagious and instantly seen by ‘trusted’ friends



Lindsay Baldwin



I neve
you fc
Unlike



Sue Ann Massey



I Highly Recommend the
everything!!!!!!

Unlike · Comment · about 8 r



Richard Batiato



I am 62 and I am very thankful that I found Dr. Van Dyke. He replaced my left hip 2/5/2014 and I was up and walking in the park next to me in 5 weeks(2 miles a day). On 5/7/2014 he replace my right hip I am now home and doing well. If I had a 3rd hip it would be Dr. Van Dyke who I would have replace it. I highly recommend the Doctor for any of your Orthopaedic needs.



Quick Review

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- Getting new patients is expensive
- It's always easier and more cost effective to achieve repeat business vs. new business
- You already have a daily captive audience!



NEXT UP: Public Relations