HOW TO GO INDEPENDENT AFTER A HOSPITAL CLOSURE

A Step-by-Step Playbook for Orthopedic, ENT, Vascular & Primary Care Physicians

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Why This Guide Matters

Rural hospitals across the country are closing at unprecedented rates. Over 760 rural hospitals are at risk of shutting down, and 314 are in immediate danger of closing in the next few years. This upheaval is forcing physicians to make difficult choices.
But within this disruption lies an opportunity.

If you're a physician in orthopedics, ENT, vascular, or primary care, this guide is designed to help you take control of your career and future by showing you how to go independent.

You don't need a hospital to keep practicing. You need a partner who understands the road ahead.

Step One: Define What Independence Means for You

Every physician's journey looks different. Start by considering the model that best fits your goals:

- **Solo private practice**
- **Joining a small independent group**
- **Concierge or hybrid model**

Ask yourself:

- Do I want clinical autonomy?
- Am I willing to invest in starting something from scratch?
- Do I want a partner to handle operations, marketing, or patient growth?

Quick Self-Assessment

Question	Yes	No
Am I comfortable taking financial risk?	☐	☐
Do I value control over my schedule and care delivery?	☐	☐
Do I have support (financial, emotional, logistical)?	☐	☐
Am I ready to build something of my own?	☐	☐

If you answered "Yes" to 3 or more, independence might be your best next step.

Step Two: Craft Your Practice Vision

Start with the end in mind:

- What services will you offer?
- Where will you practice? (telehealth, rural clinic, mobile, etc.)
- Who is your ideal patient?

Draft Your Practice Mission (Template):

"To provide [specialty] care to [target audience] with a focus on [differentiator] in [geographic location]."

Example: "To provide orthopedic care to active adults in rural Kansas with a focus on rapid recovery and patient education."

Step Three: Build a Foundation

Branding

- Practice name, logo, tagline, and brand colors
- Consistent voice (compassionate, clinical, empowering, etc.)

Website & Digital Presence

- Mobile-first website
- Online booking and telehealth setup
- Content that answers FAQs and builds trust

Local SEO & Listings

- Claim and optimize Google Business Profile
- Set up listings on Healthgrades, Vitals, WebMD, etc.
- Build your first reviews with a simple ask: "Would you be willing to leave us a review? It really helps."

Step Four: Get Your First Patients

Referral Marketing

- Introduce yourself to referring providers with a simple letter + bio
- Offer a direct scheduling line or referral portal

Digital Ads

- Run Google Search ads for top local keywords (e.g., "orthopedic surgeon near me")
- Use Facebook or Instagram to promote opening announcements or lead magnets

Community Outreach

- Attend local employer health fairs
- Drop off referral cards at local clinics and gyms
- Partner with complementary providers (PT, imaging, urgent care)

Reputation Building

- Ask every happy patient to leave a review
- Respond to reviews (positive and negative) with professionalism

Step Five: Scale Without Burnout

Automate:

- Appointment reminders
- Email welcome sequences
- Online intake forms

Delegate:

- Hire part-time front desk or billing help
- Outsource your marketing, website updates, and social media to experts

Use AI Tools:

- Generate blog post drafts
- Use chatbots for after-hours patient FAQs
- Analyze patient sentiment from reviews

The Insight Marketing Group Difference

We're not just a marketing agency. We're your go-to partner for launching and growing independent practices.

- No long-term contracts
- You own everything we build
- Full-service support: website, branding, advertising, referral strategy, and more

Trusted by doctors in orthopedics, ENT, vascular, and primary care since 2006.

Ready to Take the Next Step?

You don't need to do this alone. We'll walk you through it, from first logo sketch to your first 100 patients.

Schedule a Free 20-Minute Discovery Call

Or visit: InsightMG.com/RuralReset

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