

EVERYTHING YOU NEED TO KNOW ABOUT HEALTHCARE MARKETING

(PART ONE OF A TWO-PART SERIES)

**Traditional Marketing Solutions
That Meet Your Changing Needs**

PRACTICEBUILDERS

The nation's leader in healthcare-practice success since 1979.



CONTENTS

1. Brand Identity
2. Public Relations (PR)
3. Customer Service Excellence Training
4. Practice Representative Training
5. Case Acceptance Training
6. Case Presentation Skills Training
7. Mystery Shopping
8. Marketing Plan
9. Your Next Step



Click here

to request your FREE Complimentary Phone Consultation

Share



INTRODUCTION

Why do you need healthcare marketing for 2017? That's the central question we will answer for you in this eBook guide to traditional marketing solutions for practice success. The vast majority of healthcare markets today are extremely competitive. This necessitates the use of proven marketing strategies to help your practice stand out and get noticed.

Unless you are the only practice in town and everyone knows you, you need proven marketing strategies and tactics to attract your fair share of new patients in a competitive environment. If you are like most healthcare practitioners, you also need the right marketing partner to help you plan and execute the strategies and achieve your practice growth objectives.

The purpose of this eBook is to help you better understand what traditional marketing is, why you need it and what it can do for your practice.



Click here

to request your FREE Complimentary Phone Consultation

Share



Brand

Identity

Brand Identity

What is brand identity? It's the overall image your practice projects to the outside world. It's a way of identifying and differentiating yourself from other practices. Every healthcare practice needs a distinctive brand identity to stand apart from competitors and be more easily identifiable to prospective patients and referrers.

Your practice needs a consistent image and unique messaging across all media. Your visual brand includes everything from the colors, type fonts and images you choose to the messaging you create in your print collateral, advertising, signage and patient education materials. Your emotional brand communicates who you are as a healthcare practice and how you care for your patients. Your brand identity effectively combines these emotional elements with your visual branding.

Practice Builders has helped over 16,000 practitioners create effective brand identities. To learn more about the importance of branding for your practice, [click here](#) to download our latest white paper.



Public

Relations

Public Relations

Public relations can help doctors relate to the communities you serve and the people you share them with. Unlike paid advertising, public relations is packaged more like public education and disseminated via multimedia news stories, articles or public events – all aimed at helping you maintain a favorable public image. Think Mayo Clinic or MD Anderson Cancer Center.

PR is still one of the most respected categories of marketing. It is generally considered more credible and more cost-effective than traditional advertising. Typically, healthcare PR is presented to potential patients as news about the latest treatments and techniques via a TV or radio station or print medium. The one downside is that you are not guaranteed pickup or placement. PR is often a hit-or-miss proposition based on timing, relevance of your “story” and the PR firm’s media connections and the needs of your local media.

The best kind of PR is results-oriented PR that guarantees TV exposure for your practice and lets you share your expertise and valuable health information, which meets your local media needs.

Practice Builders can help with your public relations needs. [Click here](#) to see samples of our client’s PR videos.



Click here

to request your FREE Complimentary Phone Consultation

Share



Customer Service Excellence

Training

Customer Service Excellence Training

Customer service excellence training is about training your staff to deliver great customer service. This service is aimed at creating a higher level of patient satisfaction and, ultimately, more patient referrals for your healthcare practice. With the Affordable Care Act placing higher emphasis on patient satisfaction and rewarding practices that achieve it, customer service excellence training is no longer optional.

That's why today's most successful healthcare practices train their front-office personnel and support staff to understand and implement best customer service practices. Customer service excellence is critical to your patients' satisfaction and, ultimately, your practice success. Whether you have a small, large, multi-specialty or multi-location practice, your staff must learn to:

- Improve telephone & customer service skills
- Convert patient calls into appointments
- Increase patient satisfaction & retention
- Stimulate patient-to-patient referrals
- Optimize your marketing program & tactics
- Support your marketing strategies as a cohesive team

Practice Builders provides real-world training and motivation to help your staff deliver the best possible patient experience. To learn more about our staff training programs, [click here](#).



Click here

to request your FREE Complimentary Phone Consultation

Share



Practice Representative

Training

Practice Representative Training

Professional referrals are the lifeblood of most healthcare practices. But you can't effectively cultivate increase them without building strong, ongoing relationships. The most successful programs have strong practice representatives.

Some practices recruit qualified people from outside to take on this important responsibility, or they designate a current staff member. Most practices prefer the latter. Practice representative training is about teaching an individual how to build relationships with other practices. It's about creating a reliable, effective professional referral program. Trained professional practice reps are worth their weight in gold for healthcare practices that need to cultivate ongoing referral relationships and networks in competitive environments.

For your practice to survive in today's highly competitive healthcare marketplace, you need someone who can represent you to referring practices in your market area through regular visits. Your practice representative, sometimes referred to as a practice liaison, contributes directly to the success of your practice and your bottom line.

If you are looking to grow your practice and you don't already have a practice rep, you should consider hiring and training one to prepare for 2017 and beyond. Look for a practice rep trainer who is an experienced practice manager to provide hands-on education and accompany your representative during actual office visits.

Practice Builders has been providing practice rep training and professional referral programs for over two decades. To learn more about our training and referral programs, [click here](#).



Click here

to request your FREE Complimentary Phone Consultation

Share



10

Case Acceptance

Training

Case Acceptance Training

Case acceptance training is about teaching your staff to help patients accept services and procedures that are not covered by their insurance. For many healthcare practices, particularly dental practices and esthetic medical practices, this means higher revenues and more of their most desirable patients and cases.

The most effective case acceptance programs should begin at your front desk and end with the patient accepting your treatment plan. The most successful practices employ a customized, streamlined protocol for case acceptance. They help their staff understand practice growth and marketing strategies and make them partners in practice success.

Practice Builders helps healthcare practices implement the most effective case presentation strategies. To learn more about case acceptance training, [click here](#).



Click here

to request your FREE Complimentary Phone Consultation

Share



12

Mystery

Shopping

Mystery Shopping

Mystery shopping is a service provided by a professional “patient” who calls your office and asks specific questions about your care and services. Your staff’s answers reveal how well they engage and communicate with patients and potential new patients via telephone. For the typical healthcare practice that is losing \$50,000, \$100,000 or more due to mishandled phone inquiries, this can mean an end to that lost revenue.

How much revenue is your practice losing due to these missed patient opportunities? Mystery shopping is an effective way to diagnose problems with your phone-answering staff. Professional “patients” will shop your practice and help you optimize your staff’s phone skills for patient interaction and appointment-setting. Poor mystery shopping results can easily be improved with appropriate staff training.

Practice Builders has been providing mystery-shopping services to healthcare clients for over two decades. Curious about your staff? [Click here](#) to request a mystery shopper call.



Marketing

Plan

Marketing Plan

It's often been said that failing to plan is like planning to fail. Without a marketing plan, most practices fall into the habit of random hit-or-miss marketing. They soon learn that the best way to succeed is with a carefully conceived, cohesive, step-by-step written marketing plan outlining specific strategies and tactics designed to reach their goals.

For most healthcare practices, a marketing plan represents the difference between success and failure. It is your roadmap to better patient acquisition, referrals, growth and revenue enhancement. A sound marketing plan can help you face the challenges of declining reimbursements, dwindling patient prospects and the difficulties of bringing cash-generating elective services into your practice. There is simply no substitute for a step-by-step marketing plan written specifically to overcome your unique practice challenges and help you achieve your goals.

Practice Builders has helped thousands of healthcare practitioners create effective marketing plans since 1979. To learn more about your practice's specific needs, request a complimentary marketing plan assessment. [Click here](#) to begin.



Your Next Step

To learn more about Practice Builders' traditional marketing success strategies, talk to a practice consultant at 800.679.1200 and ask for your complimentary phone consultation to increase patients, referrals, cases and revenue.

Remember, this eBook is Part One of two-part series. Stay tuned for Part Two: Digital Marketing Solutions That Meet Your Changing Needs.

Get Help For All Your Marketing Needs & Answers to Your Practice Marketing Questions

REQUEST MY COMPLIMENTARY PHONE CONSULTATION!

Learn more by calling us today at 800.679.1200.

1 TECHNOLOGY DRIVE, BUILDING I, SUITE 829, IRVINE, CA 92618 | [CALL 800.679.1200](tel:800.679.1200) | [EMAIL INFO@PRACTICEBUILDERS.COM](mailto:INFO@PRACTICEBUILDERS.COM) | [VISIT PRACTICEBUILDERS.COM](http://PRACTICEBUILDERS.COM)



Scan to read testimonials written
about Practice Builders

PRACTICEBUILDERS
The nation's leader in healthcare-practice success since 1979.

Scan Testimonials?



Click here
to request your FREE Complimentary Phone Consultation

Share



18