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DOCTORS.COM

5 Crucial Tools

to book more new patient
consultations

USE THESE 5 TOOLS AND EXCEED YOUR MARKETING GOALS

Most doctors and physician groups spend an enormous amount of money on marketing that doesn't work.

As a rule, people who are looking for your speciality in your area should be able to find you online, go to your website or call, understand what you offer within five seconds, and book an appointment immediately if you have what they are looking for.

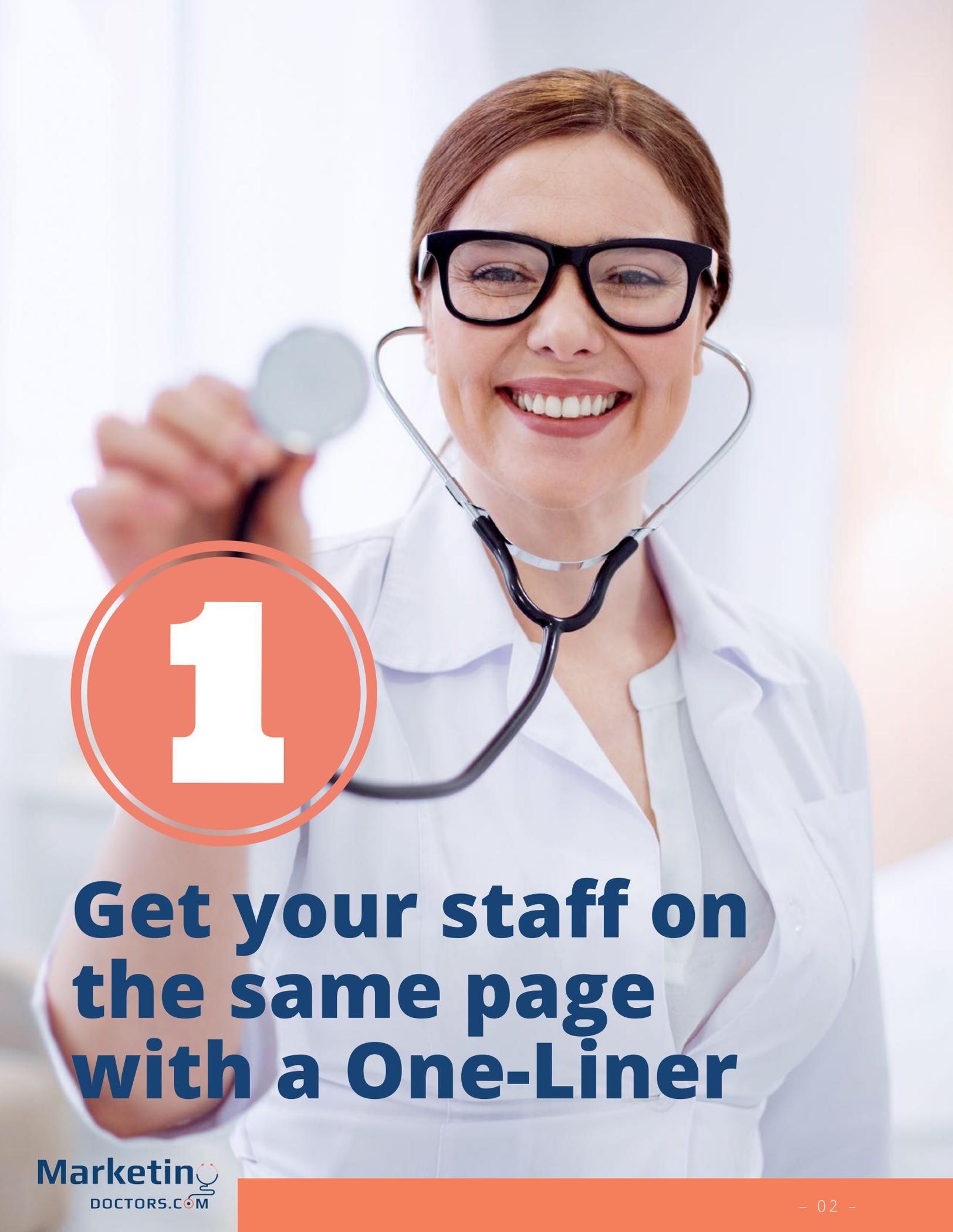
If they keep coming back with questions or are unsure if you and your clinicians can help with their condition, then you're wasting your staff's time and losing sales.

Is this a smooth process in your medical practice?

If your answer is no, then you might be missing some crucial tools.

Our team has worked with hundreds of medical practices -- from solo practitioners to large physician groups and HMOs. Through being inside their practices for so long, we identified 5 crucial tools that are used by the most successful practices.

Add these 5 tools to your marketing, and you are guaranteed to create loyal patients and scale your medical practice.



1

**Get your staff on
the same page
with a One-Liner**

A One-Liner is the core of every marketing message and strategy. It's that concise statement that you use to clearly explain what you do for your patients. It is different from a tagline or a mission statement. It's not a tagline. The One-Liner is a sentence that clearly outlines the problem you help your patients solve in a simple, relevant and repeatable way.

Think of the One-Liner as the most compelling way to answer the question, "What do you do?" Creating a One-Liner and repeating it over and over is a great way to spread the word about what you do. In addition to making your medical practice message clear and to the point, the One-Liner will keep all staff members on the same page.

The On-Liner statement is very important for medical practices that offer multiple services or that want to be distinguished by a specific treatment or procedure.

To get started, determine the following:

The Problem

Studies have proven that when a medical team shows empathy, patient satisfaction increases and malpractice suits decrease. Start by stating the problem or pain point that most of your patients face.

The Solution

Talk about the solution to the problem you just stated.

The Reward

Clearly explain how the person will feel after becoming your patient. The results can often be summarized in a single word describing a feeling.



Let's take a closer look at the one-liner for MarketingDoctors.com

You wouldn't refer a patient that needs specialty care to a general practitioner. So why would you trust anyone but us with your marketing?

PROBLEM: marketing agencies that are not specialized in healthcare, might lack the knowledge to market medical practices

SOLUTION: a niched agency with a team dedicated to marketing medical practices

RESULTS: best results guaranteed

Once your One-Liner is refined, memorize it. Have your entire team memorize it. Do whatever you need to do in order to commit it to memory. When everyone on your team can repeat the same One-Liner over and over again, your entire staff turns into a sales machine.

Other Ways to Use Your One-Liner

- Put it on your business card
- Make it your email signature
- Print it on a wall in your office space
- Make it the first sentence in the paragraph on your website
- Use it for your profile descriptions on social media

Take Action:

Come up with a One-Liner for your brand and make sure it's easy to understand. That's the first thing you'll need for your marketing message.



Treatment-Specific Marketing

Patients in your area are searching online for medical conditions you treat and procedures you are good at. Are they finding you?



If someone has arthritis joint pain and they walk into a pharmacy, what are they going to grab off the shelf out of hundreds of medicines and vitamins and supplements?

Well, likely a medicine made specifically for arthritis if they know it exists or ibuprofen or something else well-positioned to treat that specific ailment.

Similarly, those looking for treatments for a specific acute pain or a diagnosed medical issue will many times search directly for those medical specialists or clinics to help them.

But before they schedule their appointment with a specialist doctor...

A photograph of a person sitting in a modern chair, viewed from the side, using a laptop. The scene is brightly lit, possibly from a window. A large, semi-transparent white rectangular box is overlaid on the image, containing the text "Patients Are Asking Doctor Google First." in a bold, orange font.

Patients Are Asking Doctor Google First.

The story repeats itself. Before meeting with a doctor or specialist, a potential patient will look up the risks of such operations online, research the side-effects, seek second opinions, or make sure that they know what they are getting into before deciding to have surgery or proceed with the recommended treatment. They research about taking time off work or paying for something out of pocket that insurance will likely not cover.

All of this leads to direct research by potential and current patients into specific treatments or offerings that your medical practice offers.

Many medical practices do not make it 100% clear on their websites what procedures they perform, what conditions they treat, or who performs what procedures. With our clients, we like to ask our clinics to put themselves in the patient shoes and provide great details of what a procedure and the recovery time looks like.

Very few medical practices out there are investing in providing video introductions to the doctor they would be working with, a visual 3D rendering of what is done in these cases, and next steps to book a new patient consultation.

If scaling your medical practice is part of your agenda, consider a niche-focused approach.

If you would like to scale your medical practice, it is critical that you consider doing this now vs. putting it off further as more patients are searching online directly for their medical specialists than ever before. By having niche-focused offerings described in detail on your website, you can:

- **Increase** your case acceptance rates,
- **Assure** potential patients that they are working with credible seasoned professionals, and
- **Attract** new patient inquiries from those looking for what you do best or a second opinion.

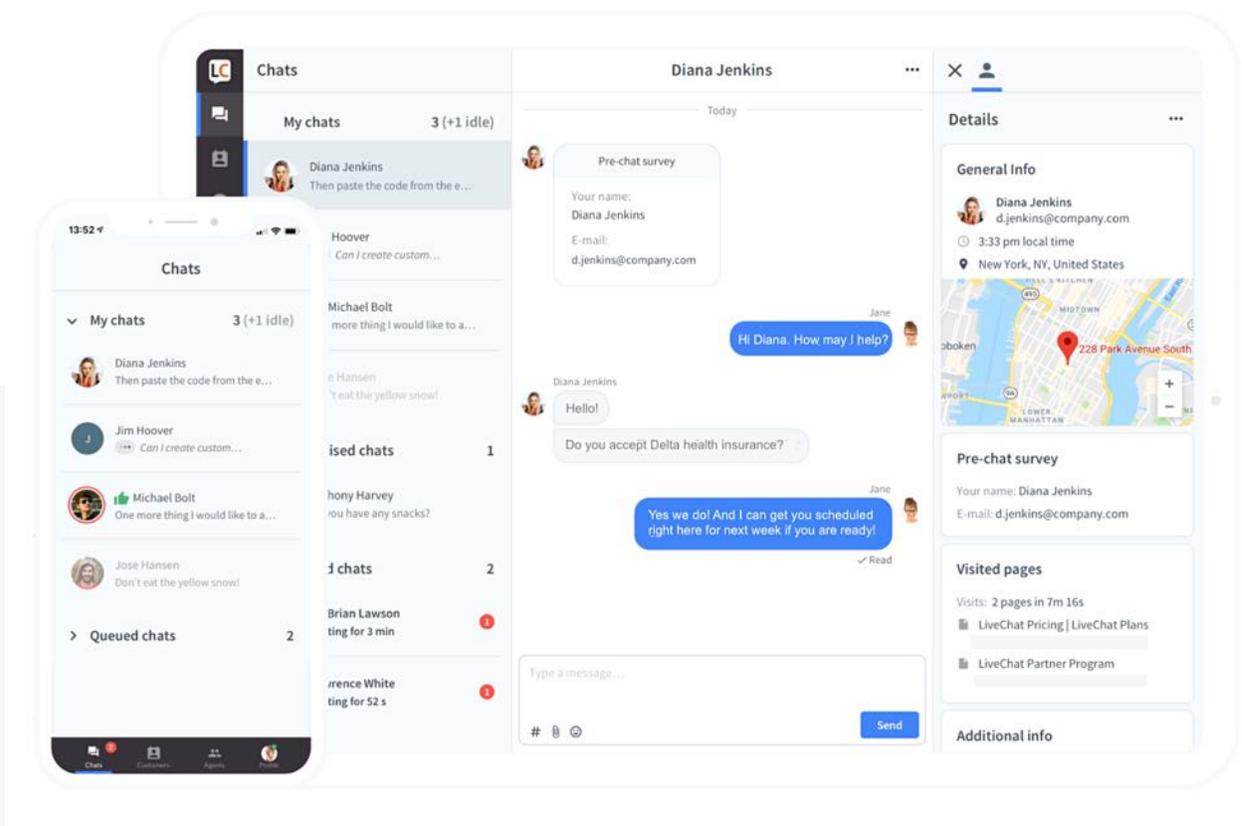
Depending on your area of practice, the cost of establishing treatment-specific educational assets could be less than the revenue generated from a single patient. Furthermore, well-crafted treatment-specific marketing content pages of your site will help you get found on Google more often and be used as part of the foundation for any paid advertisement you may do in the future, which is always going to be more effective when it matches with what a patient is looking for in real-time.

Other than what most doctors may think, this is not an expensive marketing approach. It's time intensive, but that's your marketers' problem. Not yours. It is something you must do if you are generating over \$500,000 a year in your medical practice and are serious about scaling it to the next level.



Human Operated Live Chat

Humans. Not Bots.



U p your game by adding a Superhero to your sales team.

An increasing number of patients prefer to chat or text vs. calling or emailing a medical office with their questions. The easier it is to engage you and to get clear information across various demographic age groups, the more likely you are to grow your practice steadily over time.

You must have a human-operated live chat agent on your website during business hours if you want to compete with the best run medical or dental clinics in your region. Very few medical practices we encounter are using this tool; finding a way to put this in place is going to be rewarded more than perhaps any other tool we mention in this report.



Bots vs. Humans

While there are many AI-type bots that can take a message or ask canned questions when a live agent is not available, nothing can replace the personal touch, followup, and spectrum of questions that a real human can address.

The issue for your medical practice, if yours is like most, is that the professionals at your front desk are 110% consumed with check-in, admin protocols, patient followup, phone calls, emails (if they have time for that), and collecting insurance details or calling insurance companies. This means that whenever this conversation comes up, if someone is even bold enough to suggest that your front desk staff be also now on live chat, nonstop and all day, it gets shot down instantly as not realistic.

This can be made more realistic if you route new patient inquiries, email inquiries, and chats to someone focused full time on that area – or use a firm like ours that has U.S.-based, trained professionals (that’s important due to the terminology and language) in place who can handle the live chats as they come in, answer basic questions about your practice, and get an appointment scheduled instantly or pass them off to your team as new hot leads of patients who are interested in getting on your calendar.

We have found that sales is a consistent gap in marketing and operations of many medical practices that are trying to scale. Typically, a phone bank of chat operators will pay for itself in three months or less.





New Patient Opt-in Form



Elevate your trust and increase sales by showing that you and your clinicians are topic experts.

In addition to having chat live on your website, a sure way to drive more engagement is by providing a valuable and relevant free resource that may be downloaded in return for the new patient providing contact details. Most marketing agencies call this “a lead generator,” a “lead magnet,” or a “an opt-in” asset. This could be a single page infographic such as "The 7 questions to ask before getting implants" if you are trying to connect with patient who were told they need dental implants. Or "The top 5 actions to take before getting LASIK eye surgery" if you are trying to connect with patients who are considering LASIK eye surgery.

Please note, it doesn't have to be a downloadable PDF. It could be an audio interview with a specialist, a whitepaper on the topic, a special report, a webclass or webinar, a workshop, PDF book, print book, infographic, benchmark study, access to a cost calculator, nutrition plan, mobile app, or free 15-minute free phone consultation with someone on your team.

The main point is that you should be offering something on your website that de-risks the relationship transaction of trust between your new patient and your medical office.

A potential patient could reach out to any one of many providers, and may have even been referred more strongly to another, but if they find your team and practice more helpful, more engaging, faster to communicate, and clearly adding value to their lives before they have even spent money with you, you may win that patient vs. losing it, or win it quickly. Those who trust the providers as experts are more likely to listen to recommendations, spend more, and provide referrals than those who are still not sure if they are in the right place long-term for treatment.

Our own Family Office of businesses and clients have received over 500,000 email opt-ins on their website from over 50 e-books, PDFs, and giveaways and that has driven millions in revenue. Within one business alone we generated, over many years, 100,000+ email opt-ins and over \$15M in revenue from that list.

Here are the best practice when creating a patient opt-in tool:



1. Spend the same amount of time on your title as on your content

You should title your report to attract the ideal type of client. You want to know that if someone downloads that report, they must be somewhat qualified for the procedure or interested in it at least, or they otherwise would not want to spend their time reading about the "5 Latest Breakthroughs in Treating Type 2 Diabetes" or whatever your niche specialty is.

2. Keep the opt-in forms short

The longer the form, the less people will complete it. Many clinic owners want to add 10 fields to the opt-in form, asking for medical history, age, etc. This is not the time or place for that. These potential patients don't know you yet and may feel it is too invasive to give away so much at such early stage. That would be like someone stopping you on the street asking for your social security number. The trust is not there yet. They are not your patient yet. You simply want to ask for their first name, email address and phone number. Not even a zip code. You should be only advertising where you see patients anyway so you don't need their location, you know they are local 95% of the time.

3. Focus on the patient, not on your practice

If you spend your energy on how great you are, where your staff went to school, how you were first founded and your number of years in business, that leaves no room to address the patient's concern about recovery time, how the procedure works, how to prepare, and what are the top mistakes or insights you can provide to those going through the treatment.

4. Do not create something super long

Most potential patients are too busy to read through a 30-page whitepaper, or an entire 300-page book, or watch an 8-hour workshop. If you want to include something in-depth, pair it with something concise and very easy to consume as well. Use links and passive calls to action such as "learn more by visiting" links to direct them to additional information. But don't assume that every patient would be interested.

5. Be clear about “your doorway” before choosing a topic

Do not forget that you may serve up to a dozen-plus types of clients, but most likely 80% of your expected growth, profits, impact, or revenue will come from just a few areas or types of inquiries or initial doorways to working with a patient. These doorways could be something they come in for that leads to other work needing to be done, or they are so important to your practice that if you could see new patients more consistently for those types of procedures or conditions, your practice would double in size. A well-established medical practice may give away great resources/insights on their website on several pages, but also have more deep resources/tools available on up to five treatment areas. This allows you to take advertisement leads or internet traffic from those looking for a physician or a dentist in that exact area to be matched with an opt-in giveaway resource which is a one-to-one match for what they need and are looking for.



Now you know the secrets of how you maximize opt-in rates and turn these opt-ins into new patients more regularly.

Do it now:

Write down a few notes on possible new patient opt-in form ideas you can implement now so you don't stop reading this report without some progress made in this area, whether that is improvement to what you have done already or getting this in place over the next month.



5

Online Reputation Management And Doctor's Listing



Do these things and your reputation online can be controlled and managed to a good extent. Managing your medical practice reputation can be time-consuming, but if you do a thorough job, a single negative review or two will not be nearly as damaging. You will want to register your doctor's/physicians and medical practice on the major 7-10 physician listing websites and review websites so that when someone searches for your practice or name you come up on top in over a dozen places online.

These profiles can be set up and updated once a year to make sure they stay accurate. Once they are set up, they typically start ranking on Google, over 3-9 months, depending on the popularity of that website.

This tool is often inexpensive to use (it may cost you \$2,000/year to set up and oversee), but many do not use it because they are too busy seeing patients and dealing with insurance and staffing issues.

The most critical thing to make sure you have before you start this process is your "one-liner." You will be asked to describe your practice and you will not have much room in which to do so. Make sure your one-liner is optimized before you go around creating inconsistent profiles of your practice online, as many get too busy to stay on top of these and keep them updated as often as they should.



I bet you are ready to get started.

I would be too if I were you.

These are changes you may be able to make on your own, but if you need additional help, our team can help you implement one of all of these tools.

Reach out now. It will be the best thing you do for your practice all year.

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Ready for some real growth?

Yes, I'm ready!