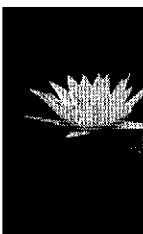


Here are some essential steps to enable you to formulate your healthcare marketing strategy. They will lead to successful patient acquisition for your practice.



• Step one

Identify your patient

Step 2

Review your marketing tools

Begin with a branding strategy and carry it through-

- Printed materials
- Office Design
- Website Design
- Logo
- Images-Stockphoto.com, Fotolia.com

(QR code is a two-dimension barcode that can be scanned and gives automatic access to your website. It is a simple and effective way to improve your image that your practice is using current technology) Kaywa.com



Scan this code with a QR code reader to visit our website

- Waiting room furnishings- Custom furniture can be affordable

Step 3

Determine your Value Proposition

What do you offer that differentiates you?

- Extended office hours/weekend hours
- Insurance carrier participation
- Cutting edge equipment
- New therapies
- EMR
- In-house lab or surgical center
- Multi-lingual providers and staff

Step 4

Choose your methods of access

How are you going to reach each group of your target audiences?

- Having a website
- Optimize SEO (Search Engine Optimization) Google Analytics (Find the source of your visitors, what they're viewing, and benchmark changes)
- Introduce an email marketing program/newsletter/blog
- Scribe (Content marketing software)
- Content marketing is huge!
- Feedburner, Constant Contact
- Social Media- Facebook, Linked-in, Twitter, Angie's List
- Print advertising- local newspapers, programs, school team sponsorships
- Direct Mail- local residents, announcement cards to MD offices
- Hold meet and greets

Network!

Participate in local groups/organizations

- Dulles Regional Chamber of Commerce
- Greater Merrifield Business Association
- Practice Management Association of NOVA
- BNI
- DC Connections/mixers
- Schools
- Fitness centers
- Community centers
- Rotary Clubs
- MSNVA

Hold an open house, attend other practices' open houses

- Utilize hand written notes cards and mail with business cards