



Medical Practice Marketing Guide

PART 2:

HOW THE 7 MARKETING KEYS WILL HELP YOUR PRACTICE GROW

What's Next?

So now we have a clear understanding your practices health by measuring the 7 Key LAG Metrics, this guide will help breakdown some methods to improve one or many of the 7 keys.

Improve one or several of these indicators and either your practice profit or turnover will improve, or both.

The following pages review some example LEAD initiatives and how each strategy relates to the key performance metric(s).

Some 'LEAD' initiatives cascade through a number of strategic outcomes.

Questions About Your 7 Growth Keys?

So once you know what is happening within your practice, you
can now focus on

Why?

Where?

When?

How?

They can be improved.

Example Questions?

Some questions could be:

- Why aren't more calls converting to appointments?
- Why are my patient referral numbers so low?
- How are my patients finding me?
- What are their greatest concerns?
- Where can I offer better service?

How to Improve Your Strategic Outcomes?

Some initiatives can have real or leveraged impact on growth

For Example: By setting up and obtaining Google Star Reviews can benefit multiple 'lag' indicators like: ***More Inquiry, Improved Conversion, Better Margin.***

Also, while some metrics are easily improved, others may prove stubborn and take time before the 'lag' benefits can be measured.

When combined, the various lead actions and lag measurements provide a blueprint for the commercial health of your practice.

The Next page covers a Basic Practice Marketing Matrix

What Elements Drive Your 7 Keys?

Strategy	Inquiry	Conversion	AP Bill	AP Margin	Frequency	Referral	Lifetime
Website	★ ★ ★ ★ ★	★ ★ ★ ★	★ ★	★ ★	★ ★ ★	★ ★ ★	★ ★ ★
Adwords	★ ★ ★ ★ ★	★ ★ ★	★ ★	★ ★	★ ★	★ ★	★
Email	★	★ ★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★	★ ★ ★ ★
Reputation	★ ★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★	★ ★	★ ★	★ ★ ★
Delight Pack	★ ★	★ ★	★ ★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★
Patient Referrals	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★
Local Mktg	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★	★ ★ ★	★ ★	★ ★	★ ★
Video Mktg	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
Recall System	★ ★	★ ★	★ ★	★ ★ ★	★ ★ ★ ★ ★	★ ★	★ ★ ★ ★
Forms	★ ★ ★	★ ★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★	★ ★ ★
Content Mktg	★ ★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★	★ ★ ★
Mobile App	★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★ ★
other							
other							

Improve New Patient Inquiry Rate

Website

- Traffic - unique visitors
- Engagement - bounce rate
- CTA - calls and bookings

Off Site SEO

- Online Listings for traffic

Paid Campaign

- Adwords - Calls & Apps (bkgs/\$)
- Facebook - Calls & Apps (bkgs/\$)

Reputation Marketing

- Reviews improve engagement
- Benefits SEO

Local Business Marketing

- Host Beneficiaries for referrals

Niche Solutions

- Field Therapy Service for GP referrals

Content Marketing

- Engaging Posts for referred traffic
- Video Marketing for referred traffic
- Seminars & Events for referred traffic

Fax Marketing

Building Signage

Strategic Alliance Partners



Improve New Patient Conversion Rate

Website

- USP - Chrono Testing

Email

- Follow Up No Shows

Reputation

- More Reviews

Content Mktg

- Testimonials & Case Studies
- Topical Articles & Success Stories

Value Proposition

- Winter or Initial Discount?
- Up Selling or Cross Selling

Inbound Call

- Handling Questions with scripts

Video Marketing

- Easy understanding by demos
- Questionnaires
- Forms

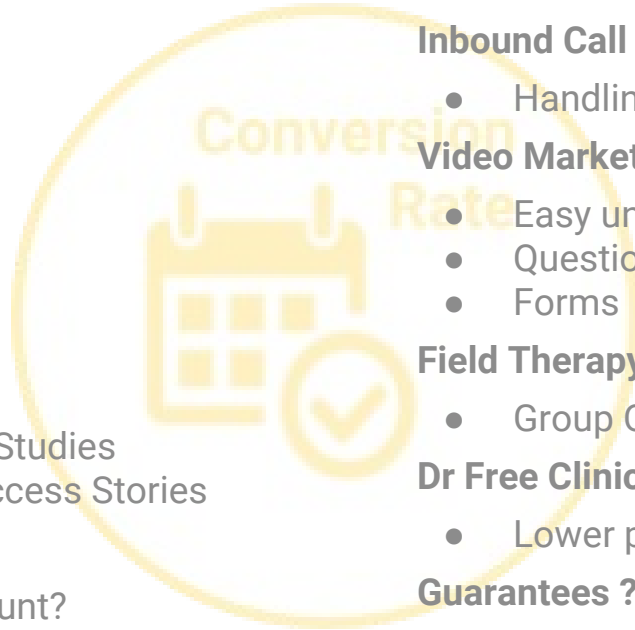
Field Therapy

- Group Options

Dr Free Clinic

- Lower priced service?

Guarantees ?



Improve Average Patient Bill

Website

- Authority & Belief

Email

- Education

Build Reputation

- Less price resistance

Diffuse and Upsell

- Scans, other back ends
- Field Therapy

Local Marketing

- Earned credibility
- less price resistance
- Low cost of acquisition

Point of Sale

- Sell extra value & convenience

Sell Extended Treatment Plans

- Future treatments

Content Mktg

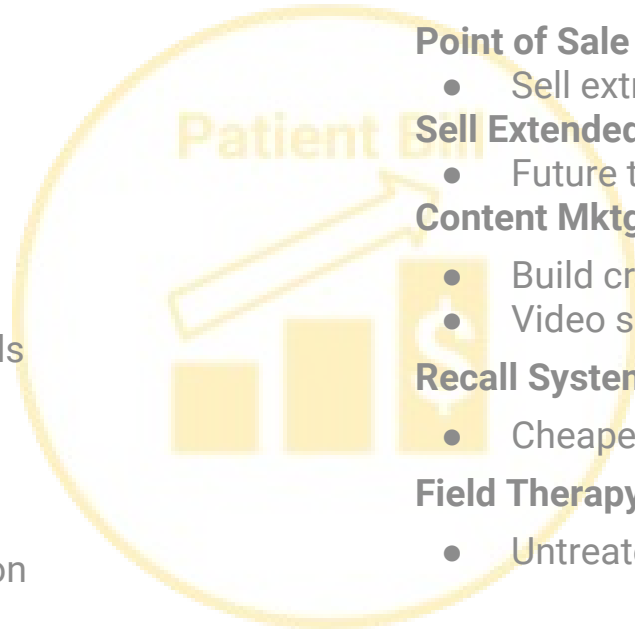
- Build credibility
- Video show me lower resistance

Recall System

- Cheapest patients

Field Therapy

- Untreated group niche



Improve Average Patient Margin

Website

- Target high margin patients

Email Recall System

- Return patients lowest cost
- Special Offers

Video Marketing

- Lower staff time explaining

Local Marketing

- Lower cost of acquisition

Gift Certificates

- Sell Money

Develop Niche Offerings

- Field Therapy
- Dr Free Clinic
- Focus on High Margin Patients

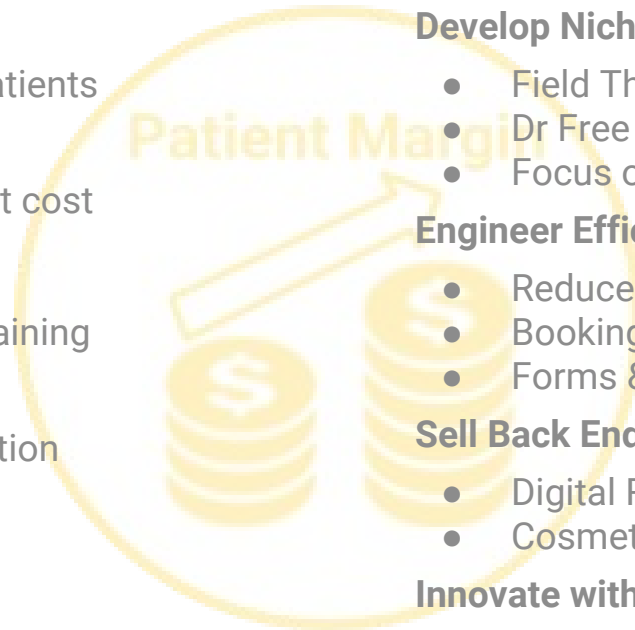
Engineer Efficiency

- Reduce Costs per patient episode
- Booking
- Forms & Systems

Sell Back Ends

- Digital Reporting & images
- Cosmetic Solutions

Innovate with Mobile App



Improve Average Patient Frequency

Systems

- Pre Sell the next Appointment

Email

- Keep in touch

Delight Pack

- Surprise
- Offer something Special

Initiatives

- Bring a Friend for Free (MoleMap)

Superior Service

- Survey patients and Improve

Recall System

- Mailout Reminders

Video Marketing to Explain

- Low Impact Vein Therapy
- Non Invasive Therapy

Content Mktg

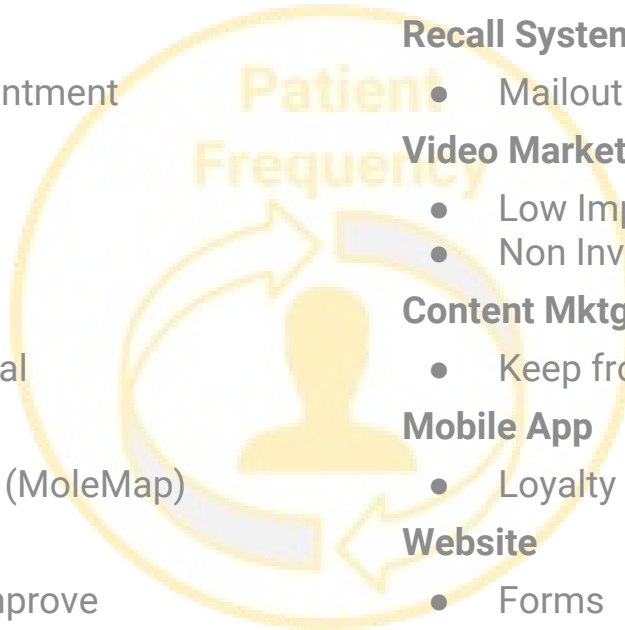
- Keep front of mind

Mobile App

- Loyalty Program

Website

- Forms



Improve Average Patient Referral

Website

- Q&A platform
- Leverage testimonials

Email

- Reminders and process

Reputation

- Reinforces credibility and purpose

Special Deals

- You owe it to others Gift Certificates
- Bring a Friend for 50% off
- Group Rates - Employee Referrals

Delight Pack

- Golden Ticket

Local Marketing

- Education & Marketing Plan

Service Culture

- Reduce Waiting times

Referral Culture

- Ask each Patient for a referral.
- Reward patients for every referral
- Send Emails seeking Referrals
- Front Desk Need to sell Referrals

Video Marketing

- Show me don't tell me

Recall System

- Extend family offer

Mobile App

- Referral Log

Forms

- Follow up with a referral offer



Improve Average Relationship

Website

- Brand promise promotion
- Success story

Email

- Stay in touch

Reputation

- Google Reviews

Delight Pack

- Extended Golden Tickets

Service Culture

- Over Deliver
- Video Marketing
- Make it Easy

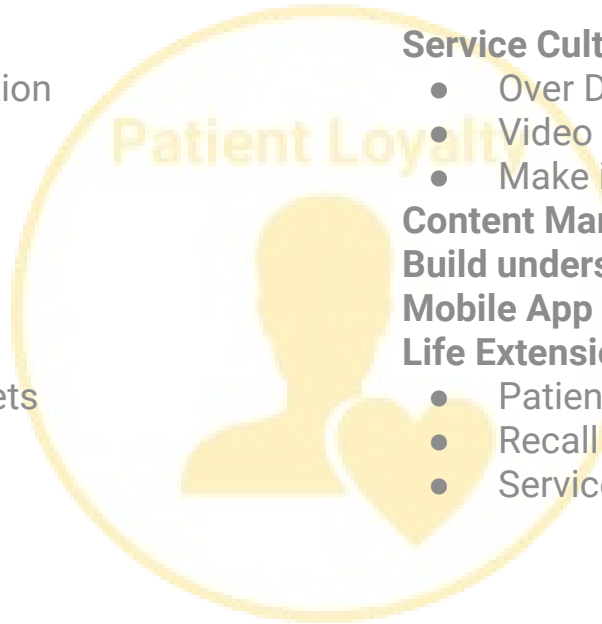
Content Marketing

Build understanding

Mobile App

Life Extension Systems

- Patient Reactivation Programs
- Recall System
- Service Contracts or Programs



Measuring Success

Regular measurement provides valuable practice insights and clarity for what is working, and what actions are required for improvement.

By focusing on the LEAD initiatives and measuring their impact on your LAG Indicators or 7 Key Metrics you have a growth strategy.

Without these metrics and strategies, managing a practice and executing various strategies can be either wasteful or maybe commercially damaging.

Summary

This Medical Practice Marketing Guide is an outline.
For more details information or specific case studies please
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Quantum Digital

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