



TrackableMed

Healthcare Marketing Ideas

The Proven Go-To Guide

Hi Friend,

As a physician, you know you need to kickstart patient demand for your practice. And you know it starts with marketing, but you're left wondering:

- Do I have to put my face on a billboard? (please no)
- Will I get strange looks in the break room from my peers because I'm doing things to raise awareness they might not understand?
- Or worse still, will I just be wasting money on something I'm not even sure will work?
- Finally, what if I end up spending a lot of money and having nothing to show for it?

Unfortunately for many specialty medical practices, the stigma is real – but you're not alone.

We know exactly where you're coming from, and we're here to tell you that when done right, healthcare marketing works.

In fact, we've taken more than 1 million phone calls and booked thousands of patients for specialty practices over the last 9 years.

You just have to know what works and build an approach that's based on results.

To get you started on your journey to patient growth, here are 14 healthcare marketing ideas that can deliver results for your practice.

At TrackableMed, we find a lot of specialty physicians and their teams know what they should do, but there is no list of what to watch out for. So, on each page in this guide you'll find a list of best

BONUS: *Most resources like this are a great guide of what to do, but they don't help you avoid the pitfalls or the "what not to do's".*

practices, along with some things to watch out for. These are often mistakes or oversights that can unintentionally sabotage your marketing efforts.

We promise you'll find the "What to Watch For" sections as helpful (and maybe even more valuable) as the tips for implementing each strategy.

Turn to the next page to learn about the ideas, and the order in which you should execute each!

Enjoy,

Zed Williamson
Founder of TrackableMed

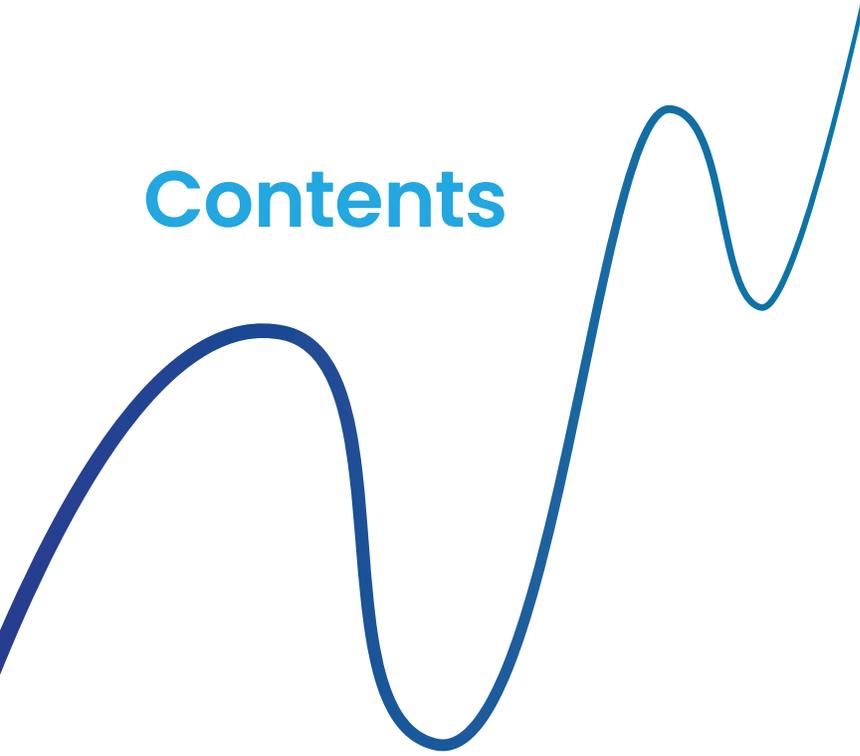
First: Your Healthcare Marketing Roadmap

Are the ideas in this guide valuable? Yes! But not if you go at them haphazardly. To make this guide the most helpful it can be, this is the journey you need to follow to implement each of these ideas.

We've laid out this helpful roadmap as a preview of the mile markers that lie ahead. This roadmap is designed to give you a quick, sequential visual on where each marketing tactic sits on the journey to building a foundation, attracting patients, and continually enhancing the patient experience.



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Create a Patient-Centric Website

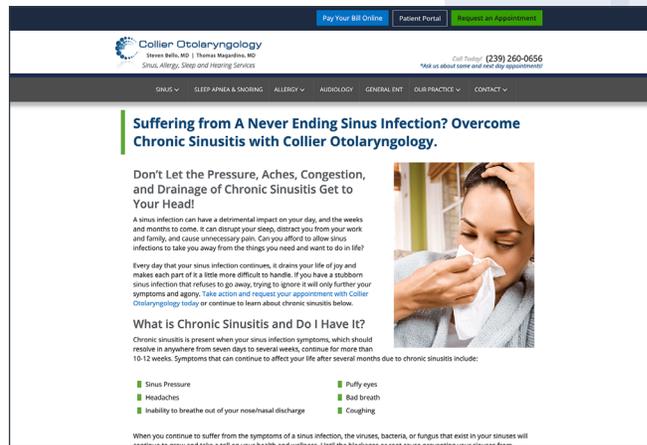
A website is the backbone of any business, healthcare or otherwise. Your virtual storefront 24/7/365, it's always there to attract, inform, and engage your patients. And that's a key factor in healthcare marketing—your web design and development should be driven by your patients.

To truly stand out in a competitive market, you must consistently monitor the analytics to see how your patients interact with your site. This information is absolutely critical to building a website that makes patients feel like it was made for THEM and THEIR NEEDS, not to talk about how awesome your practice is.

Should you build your site yourself? Perhaps – if you have that skill and expertise in house. There are a number of DIY options like [Wix](#) and [Squarespace](#). However, for a patient-centric site, we'd advocate that you build it based on the feedback of the patients and a proven framework for generating patient demand (hint: explore our advanced [web design services](#)).

Best Practices for a Patient-Centric Website

- Easy navigation
- Mobile friendly
- Clean and alluring design
- Strong copy and compelling content
- Speedy load times
- Clear call to actions and easy conversion paths
- Search engine optimization



WHAT TO WATCH OUT FOR

Creating a website that doesn't represent real life.

You may love your pretty homepage image of a woman twirling through a field of daisies, but is that what resonates with your patients? We can assure you it does not.

Send Regular Emails

Regular emails are a powerful way to grow your practice and reach a larger number of patients.

Getting them to opt-in to your email list and sending regular communications allows them to get to know you—and how much you understand what they're going through as a patient—before making an appointment.

And just as important as cultivating new email contacts is building a deeper relationship with the ones you already have.

Sometimes rather than spending time and energy on new contacts, simply sending an email to your current list of 3,000 patients about a new procedure may result in 20 appointments, for example!

Email marketing tools like [MailChimp](#) and [HubSpot](#) make it easy to set and deploy email marketing campaigns.



Best Practices for Healthcare Email Marketing

- Send 1-2x per month
 - » Informative newsletters with medical tips
 - » Featured blog articles
 - » Patient stories
 - » Important announcements about your practice
- Use enticing subject lines
- Include clear CTAs
- Monitor metrics (aim for 20% open rate / 3% click through rate)
- Segment your lists (based on type of patient, current or prospective patients, etc.) if your state allows.



WHAT TO WATCH OUT FOR

Sending emails that get too clinical.

We get it, your new cutting-edge procedures are awesome. But patients would much rather hear about someone who no longer has sinus headaches as a result of your care—not the scary looking tool you that went up their nose to make it happen.

Differentiate Your Messaging

As a specialty practice physician, the words you use in your healthcare marketing can make or break your success. In all of your messaging, make sure you differentiate your practice from the competition. How? By making it all about the patient, of course.

Far too many specialty practices use healthcare marketing to tout their latest surgical device (which often can be quite scary looking, frankly) and fail to simply take a basic human approach and empathize with their patient's pain.

When the patient feels heard and understood, they take action. The easiest way to do this is to use their words, such as "I wish my nose didn't feel stuffy all the time, even when I don't have a cold." This sentence describes their pain in their words and then you can introduce why they feel that way, and why you're best equipped at helping them alleviate that pain.

Best Practices for Healthcare Messaging

- Relate to your patients
- Empathize with their pain
- Don't put too much focus on the accolades of your practice
- Use The Rule of C's: concise, compelling, conversational
- Weave in relevant keywords



WHAT TO WATCH OUT FOR

Putting too much focus on the patient's pain.

Yes, empathy is paramount in healthcare messaging, but empathizing with the actual life impact of an ailment is even more powerful. Instead of "we know how debilitating lower back pain is..." try "imagine being able to get off the heating pad and play with your 3-year-old daughter..."

Get Active on Social Media

Maybe the most obvious healthcare marketing idea is to establish a strong social media presence. A staggering **75 percent of Americans use social media to research their health symptoms**, after all.

Simply take a scroll through Facebook on a Saturday afternoon and you'll see people posting stories of their health ailments, asking for recommendations, and/or posting updates asking for ideas on what they should do.

Whether on Facebook, Twitter, or Instagram, social media can do more than just raise brand awareness for your medical practice. It can show how you're genuinely making a difference in patients' lives.

Regular, organic posts are a great way to engage with your audience, but don't forget about paid and boosted social media campaigns/posts to reach a larger pool of potential patients.



Best Practices for Social Media

- Post regularly (at least 3-5x per week)
- Use faces in your posts—especially of doctors and staff
- Retweet and favorite things your followers' post
- Comment on followers' posts
- Be responsive to comments on your posts
- Respond to mentions
- Connect with other professionals in your field or local area
- Upload shareable videos, photos, and content
- Follow/add patients on social media

WHAT TO WATCH OUT FOR

Shallow and meaningless comments on your patients' posts.

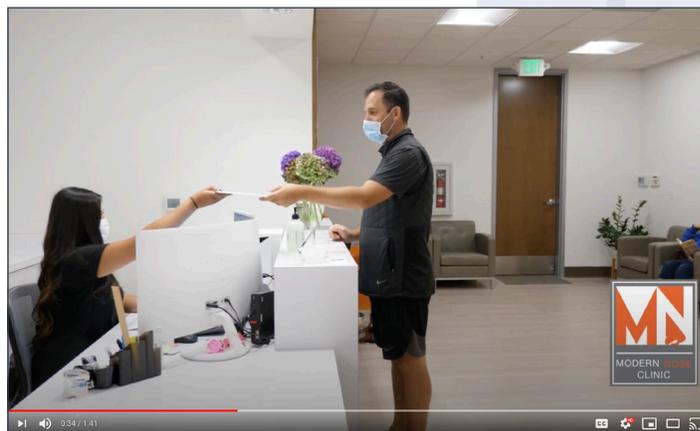
If you're just adding a "Wow" or "Cool" comment, don't bother. Showing a genuine interest and curiosity with your comments will have a much greater impact.

Invest in Video Marketing

There is perhaps no better way to personalize your medical practice than with video marketing. Create a YouTube channel or simply produce a video or two to feature on the “home” or “about” pages of your website.

Do: Produce patient testimonials, videos of your staff and physicians, office tours, expert Q&As, and anything that makes you look more trustworthy and approachable.

Don't: Film and show surgical procedures. While it's good to open up and get personal with your practice, this is perhaps a little too open and personal. You don't need to be the Quentin Tarantino of medical professionals...if “viewer discretion” needs to be advised with your videos, rethink your strategy.



Best Practices for Video

- Create an outline
- Check and test audio levels
- Use lights to remove shadows
- Make sure the subject(s) come across as authentic
- Include branding and CTAs

WHAT TO WATCH OUT FOR

Spending too much screen time asking questions about why patients like your office.

When making patient testimonial videos, focus on the initial pain and frustration that brought them to your practice in the first place—all powerful healthcare stories should start there, not with the patient's introduction to your practice.

Develop a Content Marketing Strategy

Content that attracts, engages, and delights your patients is perhaps the most effective healthcare marketing idea for your practice.

While a full-blown content marketing strategy can become very nuanced and complex, it's okay to start small.

Begin with a blog connected to your website covering topics related to the interests, concerns, and questions of your current and potential patients. This will go a long way in establishing yourself as a thought leader while building confidence and trust among your audience.

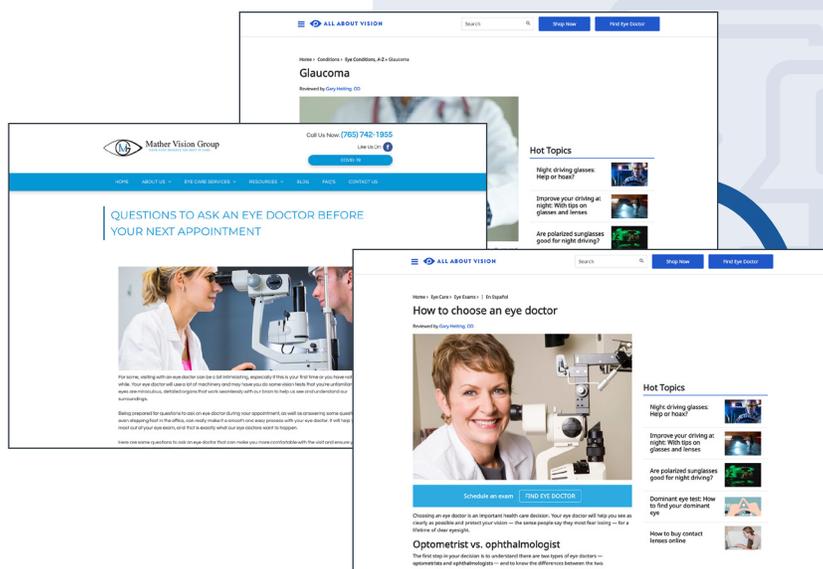
For example, if you have an ophthalmology practice, you may want to consider topics like:

- Signs of glaucoma
- Questions to ask before your first visit with an ophthalmologist
- When to see an Ophthalmologist vs Optometrist

With a little keyword research on tools like [SEMrush](#), you can gain valuable insights into the things your target audience is searching for online, and tailor your content around those topics.

Best Practices for Content Marketing

- Plan your content strategy
- Research ideas and keywords specific to your practice
- Focus topics on the questions your patients have
- Strike a balance between:
 - » Timely content that's seasonal or conditional, think a holiday themed-blog or COVID blog, etc.
 - » Content that is not time sensitive, procedure FAQs, sinus infection symptoms, etc.
- Promote your content through email and social media



WHAT TO WATCH OUT FOR

Creating content that's disconnected from your target patient base.

Don't just write to write and publish self-promotional articles. Everything you write should ultimately benefit the reader and provide answers and solutions to questions they're asking.

Improve Your SEO

SEO stands for search engine optimization – and in a nutshell, it means your practice comes up when patients search by name, by proximity, by ailment, or by question.

- By Name: “ABC Ophthalmology Practice Group”
- By Proximity: Ophthalmologist Near Me
- By Ailment: Cataract Surgery Houston, TX
- By Question: When should I see an ophthalmology doctor?

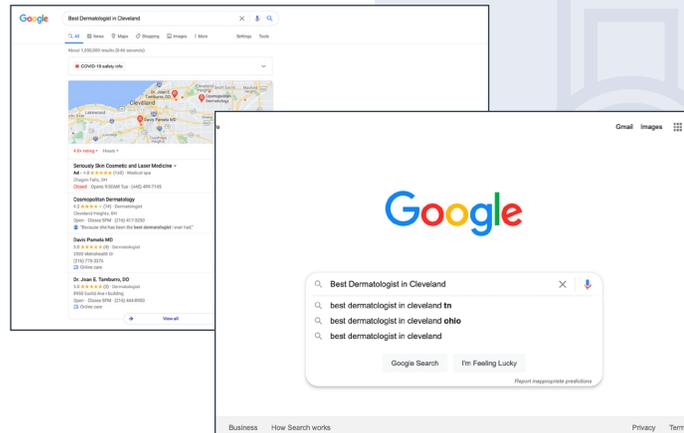
To improve the likelihood of potential patients finding you vs your competitors online, SEO should always be top of mind with your healthcare marketing. This can be done by creating original content for your website and blog, as well as encouraging linking to your pages from other sites.

The more localized you get, the better.

For example, if you’re a dermatologist in Cleveland, your marketing campaigns and content topics should go beyond “best dermatology clinics,” and instead target keywords and phrases like “best dermatology clinics in Cleveland,” or “dermatology procedures for acne in Cleveland.”

Best Practices for SEO

- Align content with patient search intent
- Use keywords in page titles and meta description
- Include keywords in page url
- Optimize images and page speed
- Use internal linking (link SEO content to other pages/articles on your site)
- Try to get backlinks (find other sites willing to link to your SEO content)



WHAT TO WATCH OUT FOR

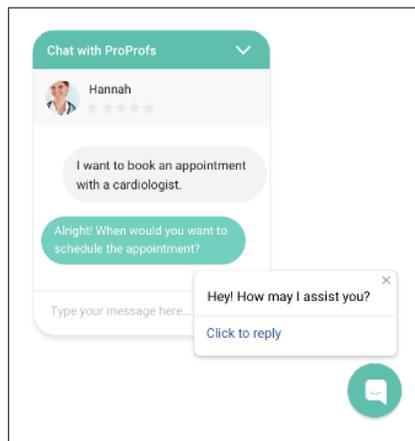
Optimizing for the wrong keywords or keywords that only students or you are searching for.

While it’s great to have a library of content that shows your authority as a clinical thought leader, always keep your patient’s search intent top of mind.

Provide Multichannel Touchpoints

People today are all about omnichannel communication and content consumption. As a result, your healthcare marketing should offer a unique user experience to encourage and increase engagement. Be available and responsive on all your social media platforms, provide contact forms on your website, and consider [text, live chat, and chatbots](#) as well. The more touchpoint options you offer, the better your odds of meaningful patient communication—on their terms.

By simply covering your bases and being where your patients are, you'll expand the exposure for your practice while you simultaneously increase patient engagement, reinforce your messaging, generate new patient interest, and improve conversion rates.



Best Practices for Text Messaging

- Personalize your communication
- Always identify yourself/your practice
- Be clear and concise
- Include links and CTAs
- Provide opt-out instructions

WHAT TO WATCH OUT FOR

Overextending yourself and your staff.

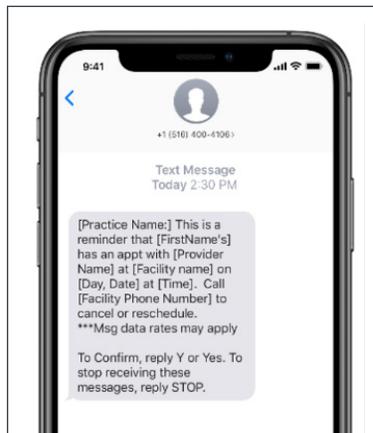
Offering your patients a suite of ubiquitous and user-friendly communication options doesn't mean much if you don't have the capacity or infrastructure to support it. If a "live chat" question from a customer comes in and goes unanswered for hours, it's not a good look for your practice.

Set Up Online Appointments and Reminders

Offering the ability to make online appointments is a healthcare marketing idea that can benefit both you and your patients. If your practice's business model supports it, include a "book an appointment" tab on your website that allows your patients to fill out a form and receive a confirmation email or text when the appointment is set.

Patients also love the extra attention of appointment reminders.

For smaller offices, calling to remind them of a set upcoming appointment or a heads-up that they're due in soon is always a best practice. If you have the infrastructure, email and text reminders are even better.



Best Practices for Appointment Reminders

- Be mindful of timing (don't send too early or late in the day)
- Be mindful of frequency (send an immediate notification when the appointment is made, then at most one a week with a final reminder the day before the appointment)
- Include clear details and instruction pertaining to the appointment
- Allow an opt-out option

WHAT TO WATCH OUT FOR

Your phrasing if you're calling patients with reminders.

Asking if they are "still planning on coming to their appointment," or, gasp, the even more dreadfully negative "do you need to cancel?" is off-putting and gives them an out. "We're excited to see you tomorrow at 10" is a much better approach. Oh, and if you're leaving a voicemail, don't ask them to call you back to confirm. Ever.

Offer Telehealth Medicine

While telehealth medicine isn't a new concept, its adoption has recently become immensely accelerated. And it will only become more widespread as we enter a post-2020 pandemic world.

Medical practices of all sizes are looking to telemedicine to attract a new patient segment. [According to a survey](#) by Sage Growth Partner (SGP) and Black Book Market Research, 25 percent of patient respondents were using telehealth prior to the pandemic. Fifty-nine percent reported they are more likely to use telehealth services now than previously, and 33 percent would even leave their current physician for a provider who offered telehealth access.

Best Practices for Telehealth Medicine

- Set clear objectives
- Involve your entire team
- Promote the service to your patients
- Get regular patient feedback
- Find the right technology partner



Now is the time for Telehealth Medicine

Make the transition seamless and easy with TrackableMed:

- HIPAA compliant portals
- Landing page and portal integration on your existing website
- Well-versed on state by state Telehealth regulations
- Advertise your Telehealth options
- Book all Telehealth through our Patient Services Specialists
- Inform existing patients of your transition

WHAT TO WATCH OUT FOR

Positioning telehealth as a less desirable option.

“Well, we can't get you in the office on Monday, buuuut... how about a telehealth chat?” If telehealth meets the needs of a particular appointment, excellent. Go for it. Win-win. But set boundaries on what can and can't be done through virtual appointments and be clear with your patients and staff.

Don't Forget About Direct Mail

You probably noticed something about the previous healthcare marketing ideas here—they all have a decidedly 21st century digital feel to them.

Here we step back to a simpler time and encourage you not to sleep on direct mail. When done correctly, direct mail can still have a major impact.

But consider the audience before you produce, print, and mail thousands of pieces. New moms, for example, are probably not as prone to act on direct mail as males 50+ who receive a mailer from a urology practice.

1,000
IPSS forms sent

→

60%
filled and returned

←

When 1,000 of the International Prostate Symptom Score (IPSS) forms were sent to a demographically-targeted group of men, a whopping 60 percent of recipients filled out and returned the form.

Best Practices for Direct Mail

- Customize to your patients
- Personalize the communication
- Demonstrate your expertise
- Include clear CTAs and contact information
- Give the recipient options to connect with you



WHAT TO WATCH OUT FOR

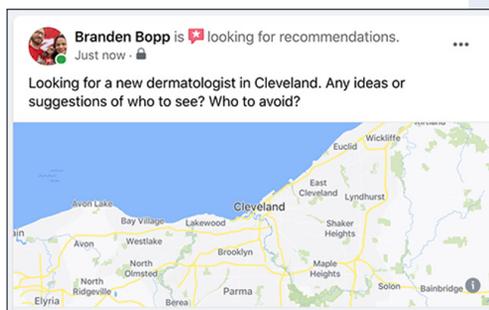
Going overly-promotional with your direct mailers.

They should be intentional and always demonstrate that you're sending because you care about the patient. Pairing a postcard or brochure with a personal letter from the doctor and/or symptom score assessments can be very effective.

Grow a Patient Referral Program

Sometimes it's just outstanding care that leads to positive word-of-mouth and patient referrals to friends and family, and sometimes it's a more intentional marketing program seeking referrals from other physicians. Whatever the case, patient referrals can be among your most powerful healthcare marketing vehicles.

Ultimately, most patient referrals occur through relationships—with your patients and your healthcare peers. By strategically cultivating these relationships, your patient referral program can often kick into autopilot and become a steady source of patient growth for your practice.

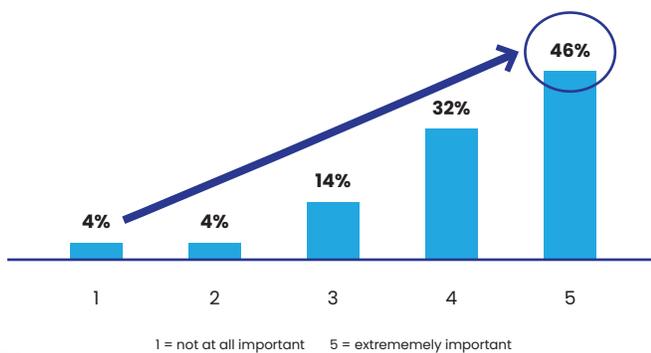


Best Practices for Patient Referrals

- Provide great care
- Ensure your patient experience is top notch
- Establish a strong online presence
- Advertise your practice
- Contact and welcome new doctors in your area
- Keep the referring doctor informed
 - » Thank you cards: ask the patient to write a thank you card in the office to their primary care physician and mail it for them
 - » Personalized letters: send a letter as the specialist to the primary care physician giving them an update on the patient

Importance of New Patient Referrals

78% of physicians surveyed consider new patient referrals very or extremely important.



WHAT TO WATCH OUT FOR

Coming across as self-interested when seeking physician referrals.

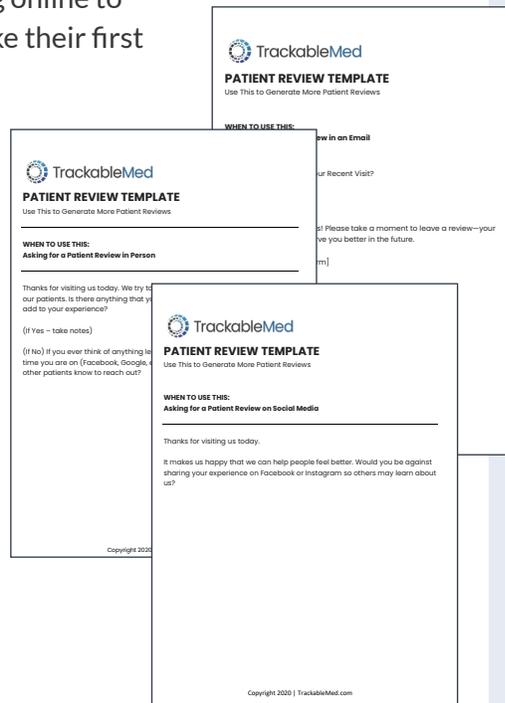
Work to form lasting, meaningful partnerships and make it clear you want to collaborate on the best patient experience. If your main focus is just “getting new business,” you should reevaluate your strategy.

Encourage Patient Reviews

Good word-of-mouth from your patients is wonderful, but it's made even more powerful when they take to the internet to spread love.

[Recent Pew Research](#) tells us that 72 percent of internet users searched for health information over the past year, and 47 percent searched doctors before deciding on their healthcare professional. Your prospective patients are going online to vet you long before they call to make their first appointment.

[Online reviews](#) are your golden ticket to developing your practice, so make sure you encourage current satisfied patients to leave reviews early and often.



Best Practices for Patient Reviews

- Provide great care
- Involve your entire team
- Ask for reviews in-person when patients check out
- Ask for reviews over the phone during appointment follow-up call
- Ask for reviews with a follow-up email
- Ask for reviews on social media
- Use online reputation management tools like [Birdeye](#)



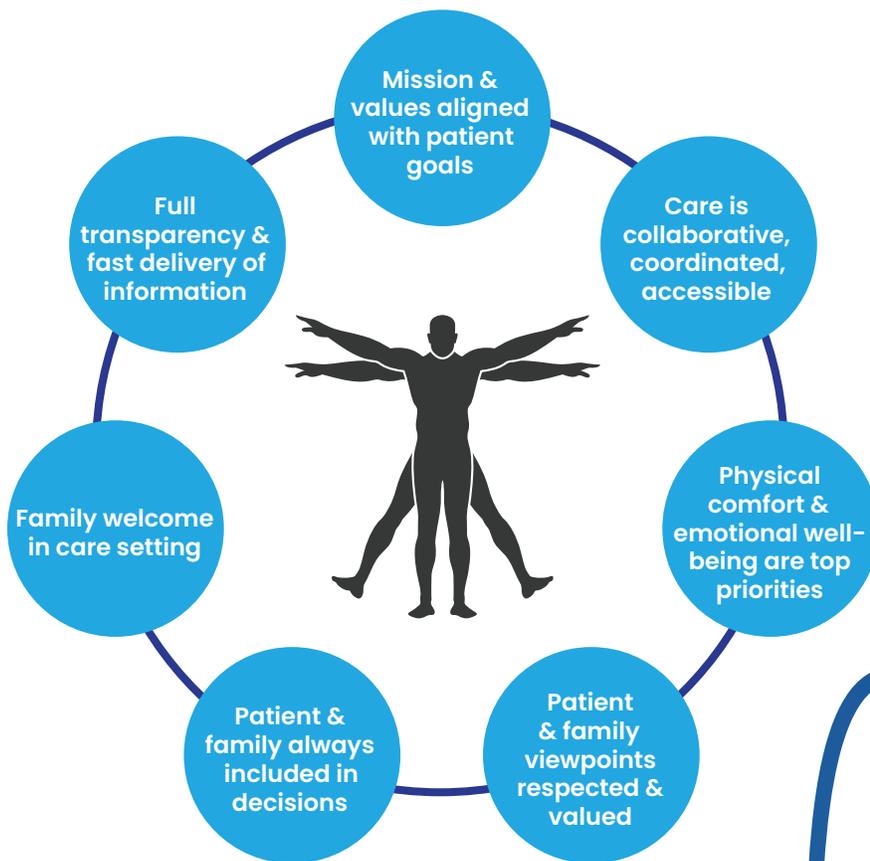
WHAT TO WATCH OUT FOR

Underestimating the fact that generating reviews is truly a team sport.

Asking for patient reviews can be uncomfortable—stress that good reviews reflect the hard work of the whole staff. Make the “ask” process a habit by holding everyone accountable and most importantly, celebrate the wins!

Deliver an Exceptional Patient Experience

The final capstone to our healthcare marketing ideas list is as straightforward as it sounds: provide a [superior experience for your patients](#). When they interact with you online, call your office, are in your waiting room, and on the exam table—providing great care is the best way to sustain and grow your practice.



Best Practices for an Exceptional Patient Experience

- Pre-Appointment
 - Have a patient-centric website
 - Provide useful content
 - Make communication open, easy, and accessible
 - Send informative, non-invasive reminders (text, emails, phone calls)
- In-Office
 - Have a caring and empathetic staff
 - Strive for limited wait times
 - Reduce the time for check-in and capturing patient data
 - Create a relaxing and inviting atmosphere
 - Involve patients in their care plan
 - Use up-to-date technology
 - Provide quality care
- Post-Appointment
 - Timely and personal follow-ups
 - Ask the patient how they are feeling
 - Ask if the patient has questions or concerns
 - Offer continual care recommendations
 - Streamline billing process and insurance claims

What is TrackableMed?

We're a medical marketing agency and strategic partner for specialty practices and MedTech companies—and we're **driven to create more results than anyone else**. With a service model rooted in behavioral science, our team has a proven track record for driving patient demand and booking new patient appointments nearly twice as fast and at a higher return than the competition—resulting in predictable, trackable growth for our medical industry clients.

We help you avoid the frustration of lost advertising dollars by transforming your efforts into a marketing center that improves results for both patients and your business.

THE #1 THOUGHT LEADER IN ACCELERATING PATIENT DEMAND

Rather than blasting “branding” messages into the marketplace, we've built a proprietary growth formula that allows us to gather patient and industry insights in a matter of weeks—getting your campaigns off the ground and directly in front of potential patients to test, iterate, and generate results in the fastest time possible.

Does your healthcare marketing need a check-up?

Schedule a free consultation today, and we'll help your practice optimize any of the tactics you just read about.

[Request a Free Consultation](#)



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