

*Discover the Strategic Framework that the Most
Successful Healthcare Practices Use to Fuel
Growth and Thrive Independently*

The 6 Marketing Success Factors You Need To Unlock Stable, Sustainable & Scalable Practice Growth

Use them to ignite growth in your practice!

... without hemorrhaging away your money on expensive ads & agencies,

... without losing your expert authority with silly social media antics,

... and without wasting your precious revenue-generating time!

By: Amar P. Chauhan, MBA, *Founder & CEO*, DoctoGrow

Welcome

What I'm about to show you can ignite growth in your medical practice well beyond the levels you've likely achieved in the past.

How do I know this is true?

Because 95 percent of the practices I have worked with over the years were missing **AT LEAST** two out of the six critical, proven marketing systems that are necessary to achieve maximum practice growth.

And those who are leveraging all six?

They're growing.

Fast.

So unless your situation is completely out of the ordinary (which is possible, but unlikely), ***there is a really big opportunity to accelerate the growth of your practice.***

And the acceleration I'm talking about isn't a short-lived "sugar-rush" kind of growth.

It's the sustainable and responsible kind—the kind that can be done consistently, affordably, and supports your long-term vision for your practice and your life.

Skeptical?

I understand. But as you continue reading, you'll discover that the systems I'm talking about aren't gimmicky, revolutionary, or impossible to implement. They don't require you to turn your practice's business model upside down or become something you're not.

In fact, ***these six systems are the foundational building blocks that every successful practice must optimize in order to achieve the growth they're looking for.***

But again, my experience tells me that most practices are not taking complete (or any!) advantage of these six systems.

Who am I?

I help medical practices reach their growth potential and dominate their local community markets by implementing proven marketing systems.

My job is to be an expert in healthcare marketing, and specifically marketing systems and strategies that help local medical practices get leverage to achieve maximum, profitable growth... so that my clients can **focus on and rekindle their passion for** what they do best: practice medicine and save lives!

Seeing how backbreaking the healthcare system has become for the practice owners in my own family and circle of friends, I'm driven by a deep passion to help independent practice owners, one practice at a time, win back control of the healthcare industry.

The idea is to cut right through all the garbage and B.S. that passes for marketing today, and arm independent clinicians with the actual marketing knowledge, strategies, tactics, and systems that can free them from the crippling doubts, stressors, and anxieties that breed from worrying about all the non-clinical nonsense that is destroying practices today. Doubts, stressors, and anxieties like:

"Am I going to be able to afford to make the next payroll?",

"Can I even afford to keep my practice doors open?",

"Should I just forget about this whole 'independence' thing, and just go be employed by a hospital system... it might just be easier, right?"

*"Is it even possible to not just survive, but actually **thrive** independently?"*,

"Can I avoid selling my autonomy to the looming presence of hospital systems and private equity/venture capital groups, who'd love nothing more than to subject (read: "subjugate") me and my practice of medicine under the dictates of Finance MBAs?"

In this short book, I'm going to share the 'high points' about the most important things I've found to help you grow, and if you'd like more, I'll give you the information to get in touch with me so we can continue the conversation.

First...some context:

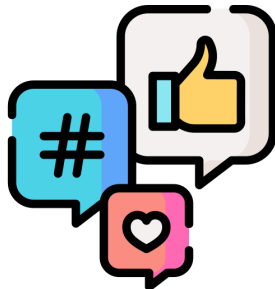
In the Last 5 Years, There Have Been Drastic Shifts in the Marketplace of How Patients Access Care...

I think we can agree that the medical practice landscape has changed dramatically over the last several years and will continue to change at an unprecedented pace.

Why? The continued development and utilization of technology has radically altered the way patients are accessing care—how they discover services; how they research them; and how they make a final decision in obtaining the care they need.

There are three main drivers of this change that are impacting your practice. You need to be aware of them. You need to leverage them.

Let's run through each major driver.



1. Search

First, a look at the numbers. According to a SagaPixel survey of internet users, 93% of people searched for local services online, with 97% of them visiting local service websites in any given one-month timeframe.

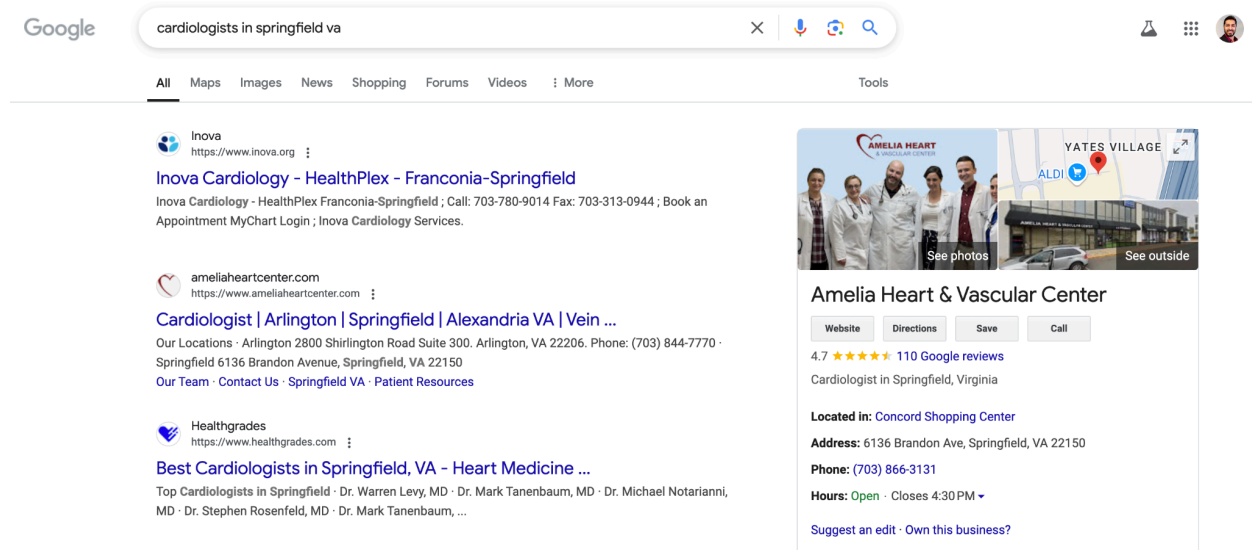
According to Medical Economics, over 77% of people begin their search for a **local** medical practice online. And, according to Google, the top 10 organic (non-paid) search results get 97% of the clicks.

These statistics simply underline what you and I already know:

Search is KING.

Everyone who has access to the Internet uses a search engine to find relevant and useful information, and according to Google's own data, over 93% of people search for **local** medical practices online.

Example: Top three organic search results for “cardiologists in Springfield, VA”



Got visibility?

The upshot of these facts is clear: If you want visibility for your practice, you need visibility in the search engines, particularly Google.

Search isn't just king—it's a kingmaker too. High visibility in Google can mean more website traffic, more patients and referrals, more appointment booking activity, more top-line revenue, more cash flow stability, and more bottom-line profit for your practice.

And for those practice owners in hyper-competitive markets, search-engine visibility can be the difference between being an unknown 'pup' and being the 'Top Dog.'

The good, the bad, and the ugly: there for all to see

But visibility is a double-edged sword. Patient reviews of your practice are visible too.

What if some of these reviews are negative?

What if they're *scathingly negative*?

Well, the bad news is they can haunt your practice and your dreams for years to come and have a crushing impact on your bottom line.

On the flip side, good reviews can ignite and continuously fuel positive word-of-mouth growth and generate referral traffic like you've never seen or even dreamed!

Ranking matters

Here's what we know about how people use search engines:

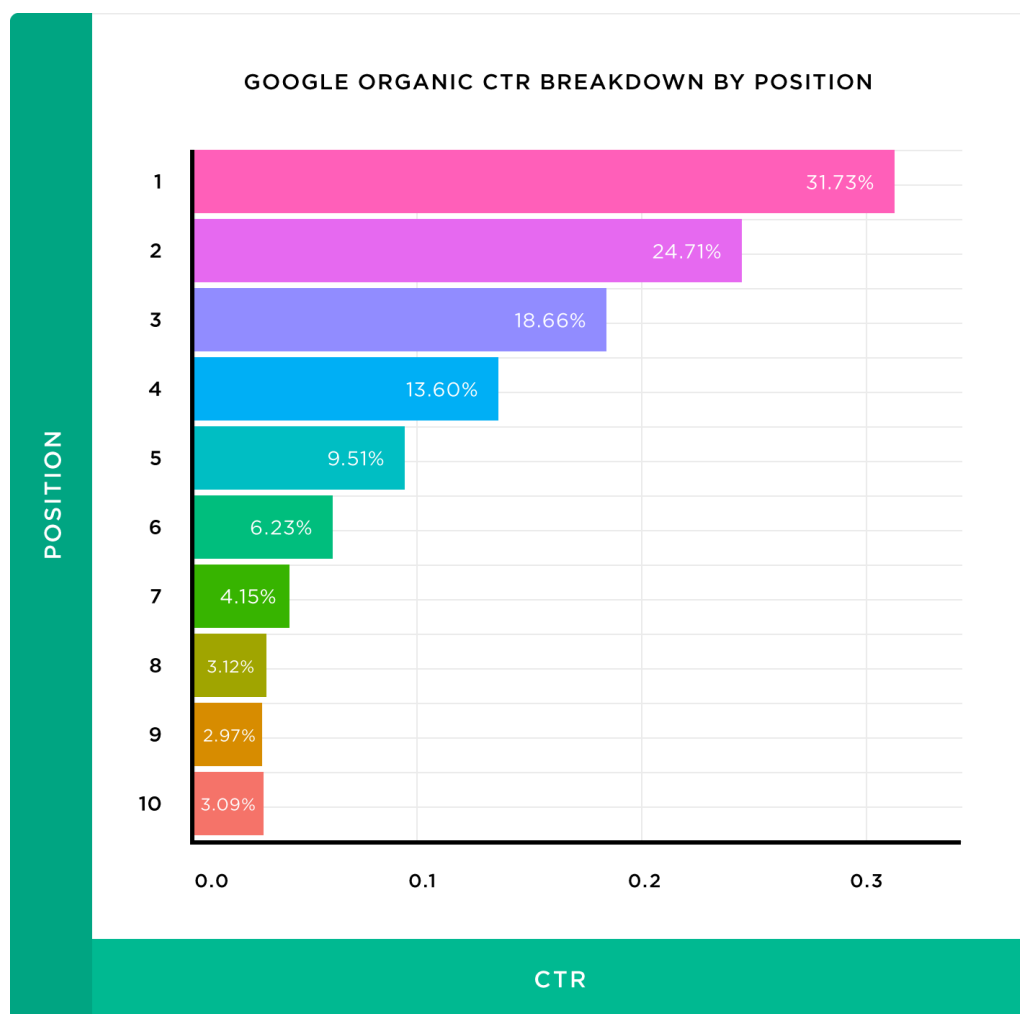
After entering a keyword into Google and being presented with pages and pages of blue text links, consumers generally don't dive very deeply into the results: [only 0.78% of Google searchers clicked on something from Page Two of the search results.](#)

To clarify, "Page Two" means an organic search engine results page (SERP) ranking that comes up after the first 10 ranking spots (which are on "Page One"), falling between positions 11 to 20.

And, of Page One results, people tend to focus most on the top three.

According to BackLink, [the top three search results account for approximately 32%, 25%, and 19% of clicks](#), respectively.

Here's the full click-through rate (CTR) breakdown for Google's first-page organic results:



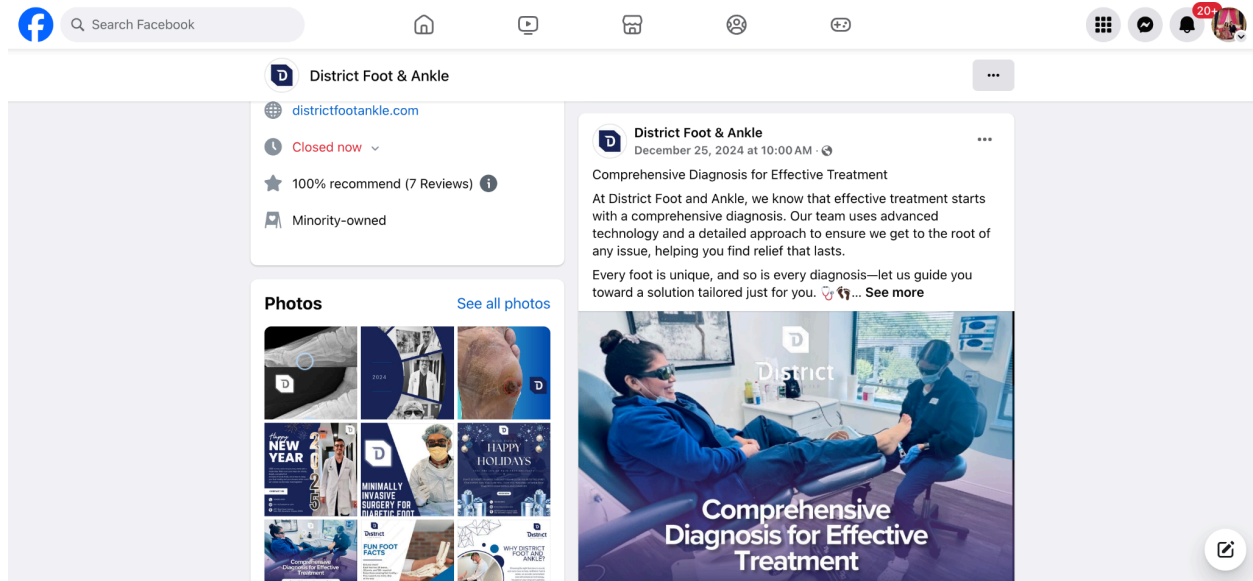
So, it's not enough for you to just have a website; in fact, it's not even enough for your website to just be indexed "on Google."

If you want to take advantage of the popularity of search, your website needs to be optimized to show up above the "scroll line" for the search terms (or, in marketing language, "keywords") that patients use to find services, symptoms, or conditions that are relevant to your practice.

This type of optimization can be accomplished by a marketing channel called Search Engine Optimization (SEO). In executing the highly-detailed functions of SEO, the technical elements of your website's speed and performance metrics (Technical SEO), the proper keyword utilization and continuous quality content development (On-Page SEO), the authority and volume of other sites your website is linked to (Off-Page SEO), and the completeness of your Google Business Profile, number of local listings, and volume of positive, ongoing reviews (Local SEO), among 100s of other factors, all play a role in your visibility on search engines.

2. Social

Facebook Page of a podiatrist in the Greater Washington DC Metro Area:



Small practices have (finally) embraced social media. According to Business Dasher, by the end of last year, over 200 million small businesses were using Facebook, benefiting from Facebook's services like Pages, Groups, and Messenger.

We've all heard enough hype about social media to last a lifetime (or two). But there's a good reason:

The hype is real. Social media has truly been a game changer for healthcare practices.

Suddenly the norm

And the rapid rise of social media is pretty breathtaking.

Just think: Facebook grew from a curiosity in a Harvard dormitory to a global force with over 1,000,000,000 users... in less than a decade.

Facebook seems like old news now—a presence in our lives that we take for granted—but it's worth remembering how recently this shift has actually taken place.

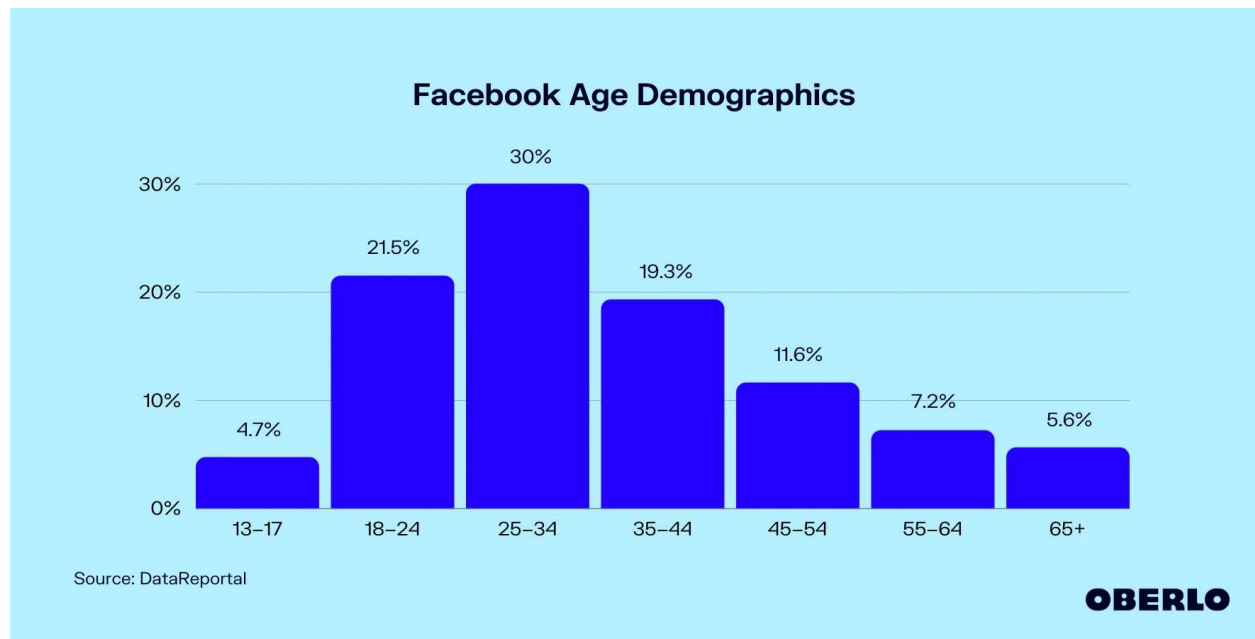
59 percent of U.S. consumers use social media to vent about customer care frustrations.

Not just for kids

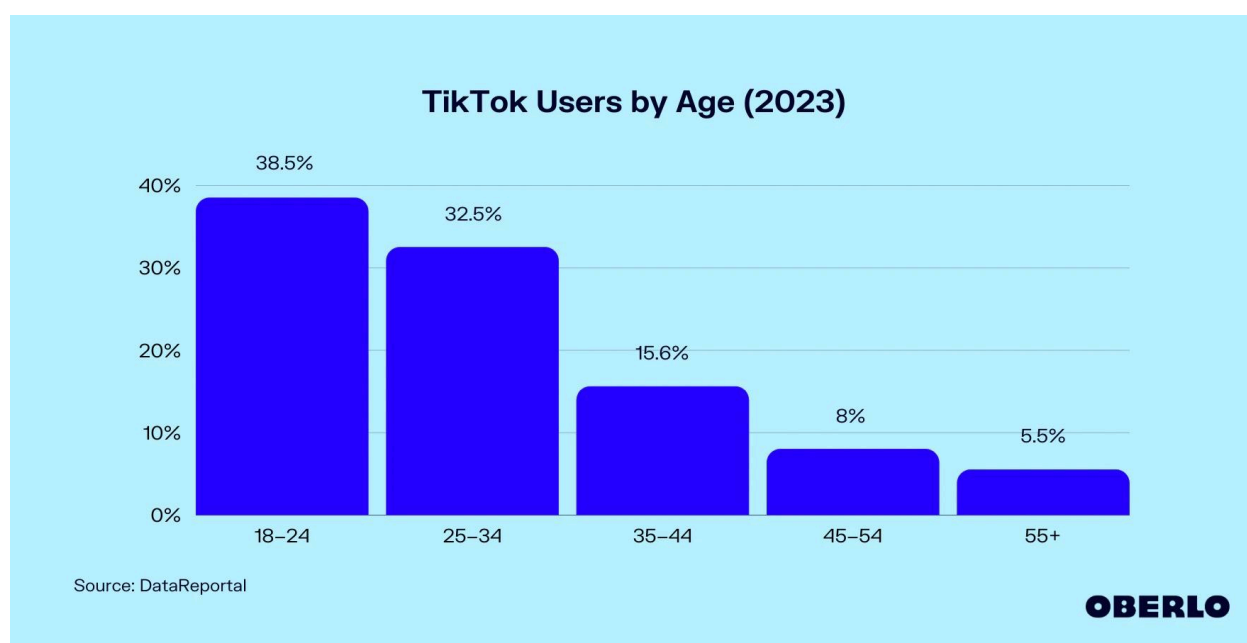
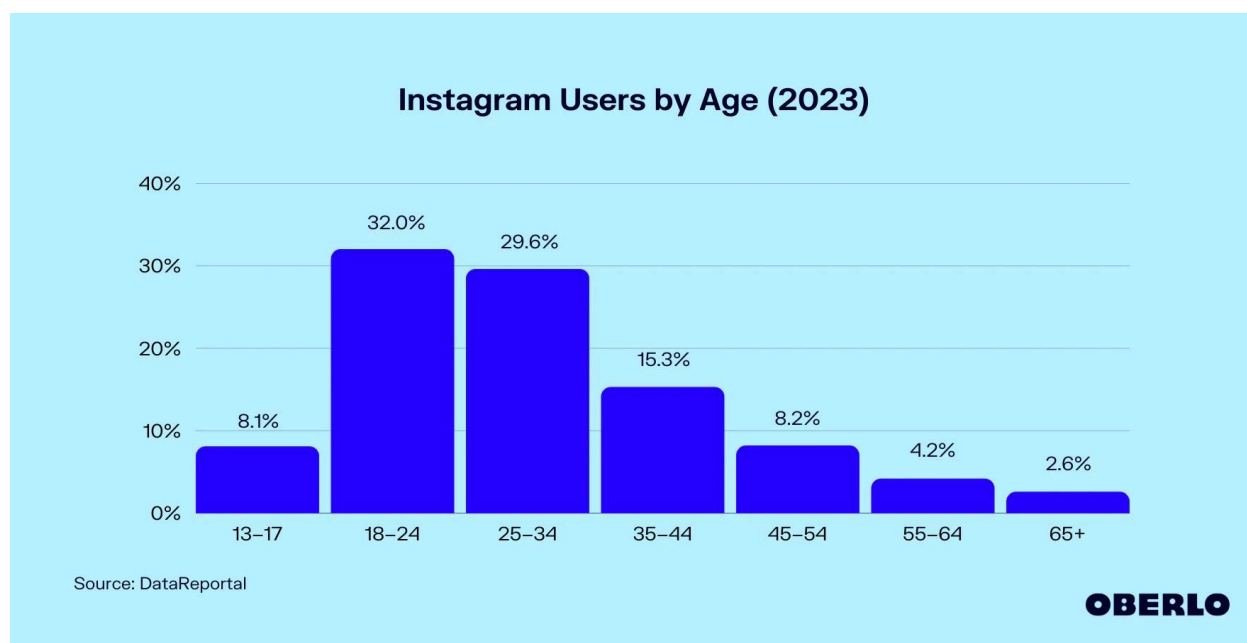
A common misunderstanding that small practices had for years was that social media was just for kids, and thus, their target market isn't represented demographically on the sites.

But the stats tell another story—the opposite story, in fact.

Recent Pew Center research revealed that, in the U.S., users 65 years and older are the fastest-growing group on Facebook. Meanwhile, over the past several years, teenage users of the platform have dropped over 20%.



Where have the teenagers gone? To Instagram, and then TikTok, of course!

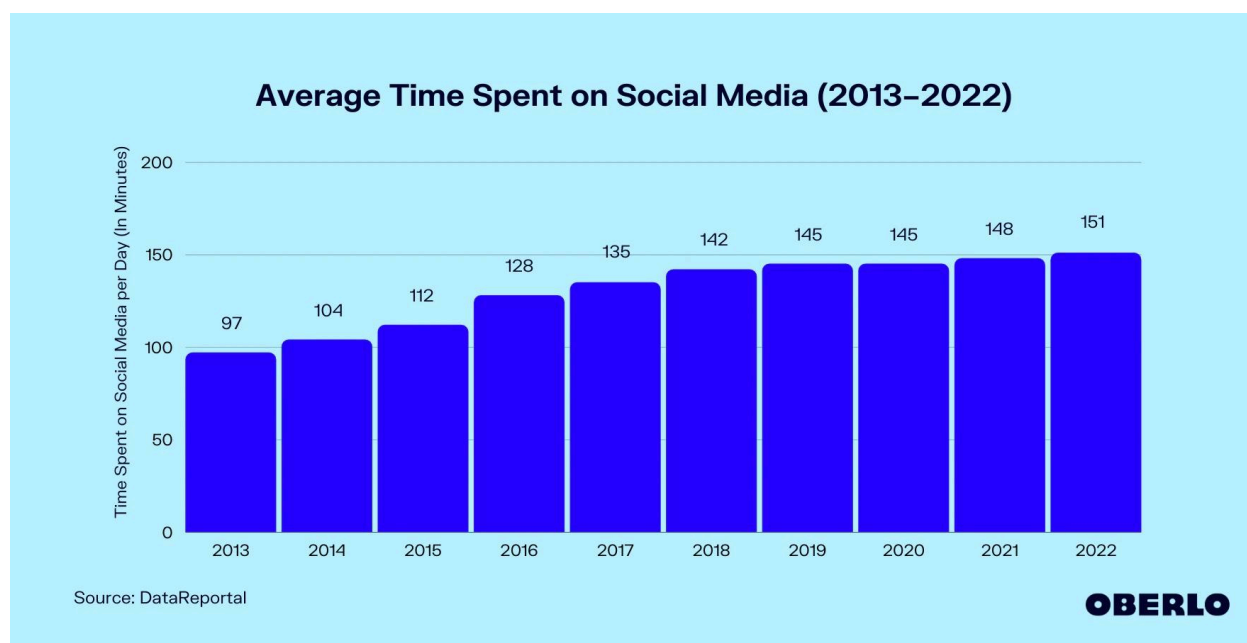


The point is that social media has evolved to be a completely integrated part of our society at every age group, and it impacts how patients find and evaluate your practice and services.

You can no longer make the argument that ‘your patients aren’t on social media’. Yes, they are!

High engagement

People aren’t just ON social networks. They’re GLUED to them:



The average person spends a whopping 151 minutes per day just on social media!

That's a full 2 hours and 31 minutes every single day (and let's not pretend there aren't power-users on there a lot more)!

The upshot of all of these numbers is pretty straightforward, but I'll spell it out just in case:

Your patients are on social media.

They spend a LOT of time there. They're sharing, tweeting, liking, pinning, friending, starring, following, fanning, posting, hash-tagging, uploading, retweeting... you name it.

So if you want to reach them, capture their attention, and make a pitch for your practice and its services before your competitors do... you've got to at least meet them halfway.

Sharing experiences... and frustrations

People are taking to the web to share their experiences with brands, and what they're sharing with their friends and family members isn't always flattering...

According to Sprout Social, 36% of people have used social media to shame a company for poor customer service, and 30% will go to a competitor if a brand's customer service does not respond to their complaints. This isn't just happening on Facebook and Twitter, but on sites like Angie's List, Yelp, Google Reviews, and others.

According to research from inc.com, 91% of patients read online reviews, and it doesn't take

long for potential patients to make up their minds about whether to seek care at a given practice. In fact, 68% form an opinion after reading between just one and six online reviews.

More and more practices are beginning to realize that, while they can't control what people say online, they can (and should) monitor and contribute to the conversation in an effort to influence the overall tone.

They're realizing that having a **proactive online presence** that's focused on **adding value to the patient experience** is the surest way to grow and preserve their practice's brand reputation—and protect themselves from the stray musings of a few unhappy souls.

Keeping pace with patient expectations

Another big reason to get involved in social media is that you have to do it to **stay relevant**.

Your patients expect it, and if you fall short of their expectations, they'll be more likely to book their next visit with the practice down the street that's 'top-of-mind' with ongoing social content.

On the other hand, your response to patients on social media engenders practice brand loyalty.

In fact, according to a survey conducted back in 2017, 86% of respondents said that they'd be more likely to be loyal to a brand that engaged them on social media.

What's more, when patients receive a timely and positive response to their complaints, 70% say that they are more likely to use the brand's services or products. (Source: Sprout Social)

That figure has only grown as the social media era has matured.

You can either join the conversation or let your competitors do all the talking.

It's up to you!

3. Mobile (“The really, really big one”)

It's almost impossible to overestimate the impact of the mobile computing revolution.

In fact, the proliferation of cell phones, smartphones, e-readers, and tablet PCs might be one of the most **underestimated** and **under-hyped** shifts in business today.

Today, 96% of Americans own a mobile phone of some kind. And, in 2016, smartphone and tablet browsing outpaced desktop web browsing for the first time in history.



When you pause to consider what these newfangled devices are capable of, and how quickly they emerged from high-priced novelties to ever-present, “can’t live without them”¹ gadgets... it’s pretty unbelievable.

Marc Andreessen, co-creator of Netscape, the first widely used web browser, adds some helpful perspective: “We have never lived in a time with the opportunity to put a computer in the pocket of 5 billion people. Practically everyone is going to have a general-purpose computer in their pocket; it’s so easy to underestimate that; that has got to be ***the really, really big one.***”

Mobile has a dramatic impact on how people get information and make decisions, including about your practice.

According to research conducted by comScore, Neustar Localeze, and Agency 15 Miles, **78% of localized mobile searches result in someone making a local transaction (booking an appointment, buying a product, etc).**

And this is a trend that’s hardly slowing.

¹ To illustrate this point, consider this statistic from Unisys: It takes 26 hours for the average person to report a lost wallet. It takes 68 minutes for them to report a lost phone.

The revolution will be mobilized.

It's clear that the future of the web is tied to smartphones, tablets, and other mobile devices. More and more, patients who visit your practice website will do so from a small-screened device instead of a hulking desktop or laptop.

What does that mean to you, the local healthcare practice owner?

An Asymco study found that people have adopted mobile phone technology faster than almost any other household technology.

It means that if you want an effective web presence that supports your practice's growth goals, you need to have a website that supports a multitude of platforms, specifically the smartphone.

An article from *The Guardian* added this about growing dependence on mobile phones and small businesses' need to adapt:

Aodhan Cullen, chief executive of StatCounter, said: "This [revolution] should be a wake up call especially for small businesses, sole traders and professional practices to make sure that their websites are mobile friendly. Many older websites are not. Mobile compatibility is increasingly important not just because of growing traffic but because Google favours mobile-friendly websites for its mobile search results."

["Mobile web browsing overtakes desktop for the first time."](#) The Guardian.

Today, this warning is more compelling than ever.

If your practice's site looks cramped, cluttered, or illegible when viewed on a tablet or smartphone, you run the very real risk of turning away your most valuable asset: your potential new patients, *even those who have been referred to you!*

Mobile matters most in local.

What's more, studies show that when people use their smartphones to search for information,

they're more apt to take immediate action. They search from where they are and go immediately to what they find.

According to a new study, 78% of all local searches on mobile devices led to a direct appointment booking or purchase within 24 hours. Of those transactions, 73% were done on the go while not at home. Source: Media Genesis

In light of this information, evaluate your practice's website:

How does your website look and perform on a small screen? What kind of experience are you providing to would-be patients (and to referral sources)?

- ☐ Good user experience
- ☐ So-so user experience
- ☐ Poor user experience

What all of this means to YOU!

Alright, readers, let's have a show of hands:

- How many of you search online before deciding what businesses to buy from?
- How many of you choose products and services based on the content and recommendations you see on social media?
- How many of you carry a smartphone with you at all times?

We all do!

And again, these trends are only accelerating.

As much as we might wish they'd go away and let us continue with business as usual... the search/social/mobile paradigm is not going anywhere. It's here to stay.

The important thing now is to ask the hard questions and seek out the answers—even if they shake things up a bit:

- How do these changes impact the way both new and existing patients interact with my practice?
- How do these changes impact my practice's growth?
- How do these changes impact the way I approach the marketing of my practice?

Dramatic Change Calls For... A Renewed Focus on the

Fundamentals!

Given all of these revolutionary changes we've discussed—search, social, and mobile...and now artificial intelligence—you might have been led to believe that you are going to have to make drastic, revolutionary changes in your practice.

That's not necessarily the case.

Our experience shows that **local healthcare practices will benefit most from a focus on fundamentals**, not by trying to be on the cutting-edge of marketing technology.

In fact, I'm **not** going to tell you:

- That you need to become an 'influencer' or social media 'guru' at all...
- Or that you need to build out a large marketing team at your practice...
- Or that you should hire a traditional Marketing Agency to do expensive branding and P.R. work for you...

In fact, what I recommend is much simpler and much more affordable.

What I suggest that you do is focus on what you do best to make your care delivery services special, and put marketing systems that leverage infinitely-scalable, low-cost automations + AI in place to do most of the 'heavy lifting' of growth marketing for you on auto-pilot.

Why focus on 'Systems'?

Without having even met you or talked with you, I bet I can tell you some things about you:

1. You believe you provide great services, and that if more patients just knew about them, your practice would grow.
2. You know you should be doing more to market your practice, but you feel like you don't have the time or money to do it.
3. And, if you've been around a few years, you've probably invested in some marketing in the past that you thought was too expensive for the results that you got.

Am I right... or am I right?! ;)

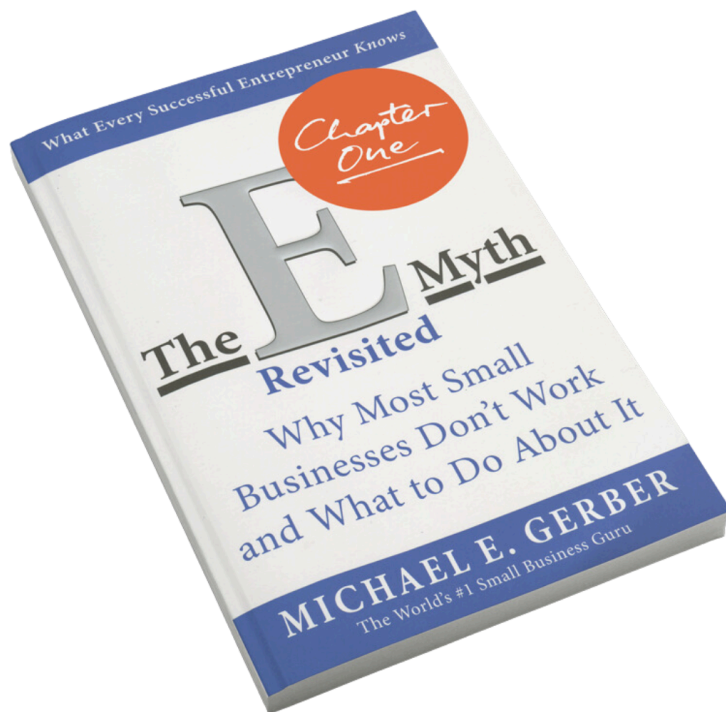
I know these things about you because they are pretty much universal across every small practice owner in the USA!

And the answer to all of these challenges is 'systems.'

By systems, I mean a combination of marketing strategies, campaigns, assets, and technology that are in place at your practice to ensure that the fundamentals of marketing are getting done, and done **consistently**, by leveraging automation and AI.

Have you ever read this book?

Many entrepreneurs I know have read this book at least once... many even have it by their bedside table to refer to over and over again throughout their careers (that would be me 🙌).



The E-myth is one of the best-selling small business books of all time. [This version has over 11,000 ratings on Amazon!](#)

Why is it so popular?

Because it hits the nail on the head!

Here's a quote from the book that stands out:

"Build systems within each business function. Let systems run the business, and people run the systems. People come and go, but the systems remain constant." - Michael Gerber

The benefits of ‘Systems’

The two most costly marketing mistakes most practices make are:

1. Not getting marketing activities done in the first place because these practices don't have the systems in place to ensure consistent execution... leaving lots of growth potential to their competition to win market share (namely, to hospital-owned practices).
2. Then, realizing they aren't growing like they should, the second mistake is investing in expensive marketing campaigns (usually sold to them by a Marketing Agency offering outdated, pricey ad services), when the truth is that these practices don't even have the systems in place to capitalize on any of the action that such pricey campaigns create.

Without systems in place, all marketing activity will always be more expensive and time-consuming than it needs to be, AND will always have a watered-down impact!

Systems minimize the amount of marketing knowledge you need to have to grow...

Systems minimize the amount of time you have to invest in your marketing...

Systems minimize the amount of expensive talent you have to hire...

*And systems **maximize** the marketing results you get by ensuring that your marketing activities actually happen on a consistent basis, and on a budget you can afford.*

And thanks to the continuing advances of technology, the systems that were totally out-of-reach for small practices just a few years ago are now readily available, budget-friendly, and practical to use for marketing execution (even within the most time-constrained, stressful environments).

The R6 Practice: The Strategic Framework Used by the Most Successful Practices to Power Their Growth

There are six key marketing systems that need to be installed and optimized at your practice in order to maximize growth.

The marketing systems we're about to present aren't even new!

They're not hifalutin' gimmicks that were cooked up in the ivory tower or by some pie-in-the-sky TED-talk guru.

They're proven concepts that have been tested, re-tested, and tested again in the marketplace.

Now, sure, the tactics have changed, but the strategies themselves haven't.

Before we dive into the systems...

First, Let's Get Alignment on This Thing Called 'Marketing'

Before we discuss how to optimize your marketing, let's make sure that we have a common definition of what marketing is and how it works (we've found in our conversations with practice owners that there can be some wildly different definitions).

Here's how we see it:

The Three Marketing Stages + Six Marketing Success Factors



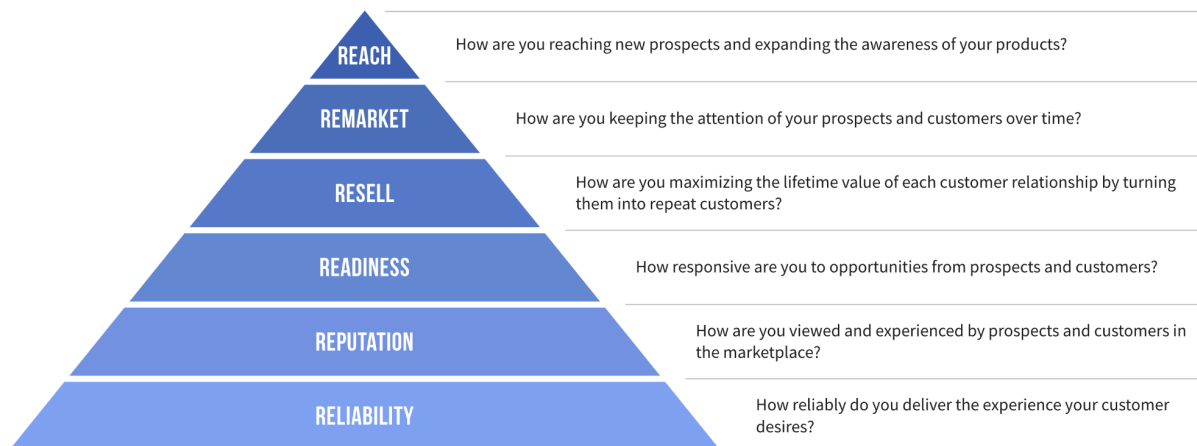
We define marketing as the activities your practice does to **attract** potential patients, **convert** them into actual patients, and **retain** them as part of your patient base for as long as possible.

That's reasonable, right?

And when we break it down into those three simple phases, all of a sudden this overwhelming concept of marketing becomes more manageable.

Now we can identify the key success factors that will drive each phase!

As it happens, these six essential areas all start with the letter "R."



1. **Reliability**
2. **Reputation**
3. **Readiness**
4. **Resell (a.k.a. “Reengage”)**
5. **Remarket**
6. **Reach**

These are the **Six Marketing Success Factors** **every** healthcare practice (*in fact, every business*) needs to plan for and optimize to maximize their growth potential.

Data shows, and my experience proves, that ***each of these can account for significant growth on their own, and when combined, they have a compounding effect that can ignite explosive growth.***

Let’s briefly run through each element and explore how maximizing these six R’s could significantly impact growth at your practice.

R1: Reliability

How reliably do you deliver the experiences your patients desire?

The first R is **Reliability**. This is the foundation of your marketing success, which is why it’s at the bottom of the pyramid.

But, as it happens, it’s actually the one ‘**R**’ that is presumed to have the least to do with

marketing activities. Reliability is really all about the experience that your patient has with your services, and their overall experience as your patient.

You know your craft of practicing medicine better than we ever will, so we aren't going to tell you how to deliver an outstanding patient experience.

What we can tell you, however, is that no amount of marketing will work if you aren't delivering on **Reliability**.

As the old saying goes, "Dressing up a mule won't make it a thoroughbred."

It's our hope that by helping you with reliable marketing systems, you can focus your energy into delivering the best, most secure patient experience possible!

If you do, then we'll have your practice running like a 'thoroughbred' in no time!

R2: Reputation

What are you doing to proactively manage, protect, and monetize your most valuable asset—your reputation?

The second R is **Reputation**. We don't need to convince you that your reputation is all-important.

And, as we discussed earlier, it has never been easier for potential patients to find out what others think about your practice. This is both good and bad (depending on what prospective patients find while searching).

As you know, nowadays people search online before they book an appointment. We know that patients put a lot of stock in what they find and read online about a practice. According to inc.com, over 84% of survey respondents trust online reviews—even those from complete strangers—just as much as a personal recommendation from a family member or friend!

According to [Nielsen's](#) summary of their poll data, recommendations from personal acquaintances and opinions posted by other people online are "the most trusted forms of advertising."

Look who's talking (about you)

A sample of who's talking about your practice:

- Existing patients
- Prospective patients
- Referral sources
- Competitors
- Disgruntled employees
- Ex-significant others
- Former business partners & investors
- Trolls (the permanently aggrieved)

This probably isn't anything new to you, and there's a decent chance that, like most of the healthcare practices I talk to, you are not very pleased about some of the things people have written about your practice online!

This brings up a larger point:

Whether it is positive or negative in tone, **most of the content about your practice that is available online is not even being created by you anymore!**

Patients are critics and publishers now. They all carry tiny "printing presses" in their pockets!

Reputation: more important than ever

To be sure, healthcare practices have always relied on their reputation.

But the stakes are even higher today because of how easy it is for potential patients to find information about local practices before they book an appointment.

And your reputation is much more than just online reviews! Here are some other factors impacting your reputation:

- Did you know that Google assigns your website a 'reputation' score based on how well it's optimized, and that a low score impacts your ranking in the search engines?
- Or that patients that can't quickly find the correct information about your practice on their mobile phones will almost immediately bounce to one of your competitors out of impulse or frustration?
- Or that, according to [a study done in cooperation with Google](#), 68% of phone calls to small practices go unanswered - meaning lots of revenue is being left on the table - and that roughly [85% of the](#) people whose calls you miss will never call back?
- Or that 90% of people say they would prefer practices to text them ongoing information, rather than call?

All of these factors, and more, impact your reputation, and ignoring them comes at the expense

of growth and profitability.

No matter how much you invest in marketing, a weak or negative reputation can act like an albatross around your neck and drag down revenue.

Do you have a proactive strategy to manage the most important aspects of your practice's reputation?

☐ Yes

☐ No

R3: Readiness

How responsive are you to opportunities from prospects and patients?

The third R is **Readiness**. Readiness is all about the tactical execution of responding to prospects and patients quickly so they know that you are accessible for business.

This used to be simple: prospective patients either walked in the door, or called you. That was it.

Now, it seems like there are a thousand ways a prospective patient could try to reach you, and no matter how they do it, they expect a nearly immediate answer! Not fair!

Well, fair or not, it's the expectation, and you need to be ready to handle it.

Let's take a look at the stats I shared with you earlier:

- According to [a study done in cooperation with Google](#), 68% of phone calls to small practices go unanswered - meaning lots of revenue is being left on the table, and that roughly [85% of the](#) people whose calls you miss don't call back.
- 90% of people say they would prefer practices to text them ongoing information, rather than call.
- [Over 65% of social media users](#) across all major platforms expect brands to respond, regardless of whether the initial outreach from the prospective patient was via private message or public post. And just a 5-minute lag time will decrease conversion rate possibility by a staggering 900%.

In other words, if you don't have systems in place to demonstrate that you are ready for business according to the expectations of today's tech-enabled patient, then you are hemorrhaging away business!

Do you have systems in place to ensure that prospects get a timely response from you regardless of the channel they use to contact you (phone, social, text, etc)?

- ☐ Yes
- ☐ No
- ☐ Not sure

R4: Resell (a.k.a. Reengage)

What are you doing to ensure your patients come back to you, and refer others to you, in order to maximize the lifetime value of your patient base?

The fourth R is **Resell, or rather, 'Reengage.'** Once you've done all of the hard (and often costly or time-consuming) work of getting a patient, you need to make sure to maximize the lifetime value, or LTV, of that patient.

Whatever metaphor you want to use... mining your backyard... picking the low-hanging fruit... the point is the same:

It makes more sense (both financially and from an efficiency standpoint) to fully capitalize on your existing patient base than to be constantly on the hunt for new patients.

The more value you can generate from each existing patient, the less you have to spend on marketing, which means you can increase your profit margins and/or reinvest the savings into your practice and service offerings—thereby, in this process, making your practice even more attractive to both your existing and new patients!

In practice, this can mean either (1.) increasing the dollar value of each transaction (negotiating reimbursement contracts with payers and/or maximizing cash-pay prices for your offerings without inhibiting demand), (2.) increasing the frequency of visits that are occurring, by ensuring appropriately scheduled follow-ups take place, by up-/cross-selling offerings like products relevant to the patient's needs, and/or (3.) by earning more referrals from your patients directly.

Sidenote: the follow-up/re-visit schedule you establish and the up-/cross-sells you offer your patients must be in line with what the patient actually needs from a clinically-sound and ethically-sound perspective; trying to 'oversell' medical services or products can demolish your practice in time. Clinically-sound and ethical interactivity with your patients is the core of your 'Reliability,' which, as we've discussed, is the foundation of your marketing and growth capacity. Do NOT go against the reliable integrity of your practice in order to inappropriately resell more. Winning more referrals from your patient base will require that you focus on giving your existing patients all that they need clinically, including necessary follow-ups/upsells, so that they have the best outcomes, but nothing in excess of what's actually needed; otherwise, your reputation

and your reliability can and will be irreparably destroyed! I see too many practice owners fall into the trappings of greed, and the online reviews for such practices are horrific... guess what else is horrific?—their revenue.

With that disclaimer emphatically stated, here's a classic example of an upsell from the ubiquitous fast-food chain, McDonald's: 'Do you want fries with that?', 'Do you want to supersize your order?' Unlike McDonald's, however, in your case, as a healthcare practice, the knowledge gap between you and the patient is often too vast for the patient to know what they need or want; the patients (even the most disagreeable ones) are, on the whole, relying on you and trusting you to 'resell' them safely and appropriately to treat or resolve their health concerns.

And, these days, there are so many cost-effective and trackable ways to bring patients back to your practice based on what they clinically need.

To give you just one example, consider SMS (text messaging) campaigns.

Text messages have a [209% higher response rate than phone, email, or Facebook, and 90% of SMS messages are read within 3 minutes](#). Plus, in case you have products to sell at your practice, patients redeem SMS-delivered coupons 10 times more than other types of coupons.

Here are some more eye-opening stats about SMS:

- 90% of consumers say they would prefer businesses to text them, rather than call.
- 85% of consumers would like to start a conversation with a business via text.

Now, due to the more intimate needs in healthcare versus any other industry, new patient engagement favors phone calls when scheduling (in fact, over 91% prefer phone scheduling over booking online). However, once a patient has seen you, the logistics for future scheduling, getting offers and updates, etc. are all preferred to be received via SMS. SMS campaigns can be done with automations, and at only a fraction of a penny to deliver a message, making it an incredibly affordable and effective reengagement marketing channel.

Every practice should be building their SMS list and using it to drive repeat business!

Do you have a plan and systems in place to effectively resell and reengage patients (from the point of their very first booking experience with you so to keep them coming back to you as needed + referring others to you), by you staying on top of their mind even when they have no scheduled appointments with you, (instead of them going and trying out the competitors down the street the next time a relevant health need arises)?

☐ Yes

☐ No

R5: Remarket

What are you doing to keep the attention of interested prospects and past patients?

The fifth R is **Remarket**.

There is an old 'Rule of 7' in marketing that says that a consumer needs an average of seven impressions before a prospect remembers your business and is likely to even consider taking some sort of action.

But that rule was created decades ago when we saw an average of 500 ads each day. That number has increased over 10X now to roughly 6,000 ad impressions each day! ... so it's safe to say that the 'Rule of 7' has bumped up as well. In fact, recent market research suggests that it's more like the 'Rule of 28' today. This means there's a roughly 4x increase in the number of times your practice brand must cross in front of a patient's eyes before they even choose to make a decision of whether or not they are interested in engaging with your brand at all!

Regardless of what that specific number is, ***we know we need to stay in front of prospects!***

Remarketing is kind of a fancy word for doing just that—following up and staying in front of prospective patients, because we know they have lots of distractions, and we know that they are ***not*** likely to become our patients right away the very first time they hear about us, *even if referred by another trusted physician or healthcare facility*.

This can be accomplished by, for example, sending a regular newsletter to your email list—one of the most effective ways to build a relationship with your prospects over time (and also an excellent channel to reengage/resell your existing patient base).

It can also mean using retargeting technology on the major digital ad platforms to run ads to prospective patients that have already visited your website—and therefore already expressed some degree of interest in your practice—so that they continue to see your practice over and over again as they browse the web.

Because this remarketing is keeping in touch with and in front of warm prospective patient leads, it's actually the highest ROI marketing you'll ever do.

Are you consistently sending a newsletter to your prospects and retargeting them online?

☐ Yes

☐ No

R6: Reach

What are you doing to ensure that more people know about you today as compared to yesterday?

The sixth R is **Reach**. A practice that wants to grow needs to make sure that more people in their geographic catchnet know about it today as compared to yesterday.

If you're not meeting new people and telling them about your practice's services and products, you're not developing a pipeline of potential new patient leads, and you are going to see diminished volume of your ideal types of patient visits in the future as a result.

Even though advertising is the form of marketing that most practice owners associate with marketing, **we have Reach last on our list for a reason.**

Why?

Because most small practices are spending money on advertising when they don't have systems in place to optimize the other, more foundational 'R's'.

So they are investing money to drive more people to learn about their practice, when they aren't even optimized to respond to an increase in interest!

No wonder so many practice owners have become skeptical of advertising:

Doing it this way makes it nearly impossible to get consistent ROI!

This is exactly why we specialize in marketing 'systems' first... They are the foundation for success for all of your marketing activities.

Do you have a strategy for consistently growing the visibility of your practice with your ideal target patient audience?

☐ Yes

☐ No

What are you missing?

The problem is that most practices are operating without even being aware of these changes or marketing systems, and with no strategic insight of how it is all impacting their business.

If you fall into the category of practices that are not effectively leveraging marketing systems, you are only going to see things get worse over time.

The impact of search, social media, mobile, AI, and technology in general, is creating a gap between the practices that “get it” and those that don’t... and this gap is widening at an accelerating pace.

You can look at any industry and see examples of the handful of businesses that are really pulling away from the pack, and those that are falling behind... and inevitably getting consumed by larger entities.

For example, looking at online reviews of businesses that have automated review capture systems, Harvard Business Review found that a difference of one “star” in the average rating of a business (along with a high volume of reviews) on Google led to a difference in revenues of 5 to 9 percent, *in their most conservative estimates*. That information alone should absolutely shock all the non-automating practice owners into action, yet we still see that the vast majority of practice owners are failing to systematize their review capture mechanics.

Half-assing it won’t work

Do you have these six marketing systems in place and being optimized?

Do those systems incorporate automated strategies for the ‘Big Three’ of search, social, and mobile into their approach?

Do you have someone that is helping your practice in these areas?

Or are you trying to do all of this by yourself—or with the part-time help of one of your employees that doesn’t have any real marketing background?

That’s not going to cut it.

To paraphrase the ‘wise’ Ron Swanson of “Parks and Recreation,” ***you can’t half-ass two things. You’ve got to whole-ass one thing.***

These marketing systems are your ‘one thing’ for stable, sustainable, and scalable growth.

If you’re struggling to fit everything into your calendar already (most practice owners I talk to are), you’re probably not going to have the bandwidth to optimize the six R’s by yourself.

And unless you are going to make a full-time study of the subject, you probably won’t have the

know-how, either.

That's why installing and optimizing these marketing systems for small local practices is our 'one thing.'

If you're ready to go for it...

You may realize that you need to make a change, that you aren't growing like you should, that your current approach to marketing is not working, and that you are committed to getting past your current growth limits.

If so, we'd love to talk with you to see if there is potentially a good fit to work together.

Next steps

If you've seen the benefit of what you've read in these pages, then I'd encourage you to take action and contact me immediately.

We'll set up a phone or Zoom call to see if we are a good fit to work together.

This will NOT be a high-pressure sales call; rather, it will be a strategy session where we will share deeper insights into actions you can immediately take to grow your practice based on where you currently are. We will also mutually discover if it makes sense for us to be involved in helping your practice.

If so, and you agree, we'll take a few minutes to explain our practice marketing systems and how we would set them up for your practice. We'll also answer any questions you may have with full transparency.

[Click here to get in touch](#)—we look forward to hearing from you!