

# Practice Marketing Index

Date: 01/01/1970

First Name:

Last Name:

Company:

Phone:

Email:

Address:

City:

Zip:

State:

Total Score:



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# 1 Budgeting and Planning

? I have a monthly written marketing plan that I execute and get done



? I allocate 8-10% of my practice gross income towards marketing efforts.



? I compare the maximum number of patients I should be able to see in my practice and how much I am currently doing, as a monthly analysis of lost income.



? I set monthly and quarterly targets consistently for the number of new patients, patient visits and physician referrals.



# 2 Marketing Online

? I have a website that is very professional, easy to update, ranks on the first page of Google for many keywords and actively draws in new patients.



? I have a Facebook and Twitter account connected with my website blog, with a growing following, that I post useful information to each week.



? I have a LinkedIn account that I use to build a network of referring physicians and professional referrals.



? I have a coordinated professional branded image across all my online and print marketing materials.



# 3 Patient Reactivations

? I make it my top priority to consistently market on a monthly basis to my past patients.



? I send out a print newsletter and email newsletter promoting the results from our practice.




? I have incentives in place to generate past patients to come back in for screenings.




? I have a referral program that I actively promote to past patients to spread word-of-mouth.




## 4 Current Patient Referrals

 I have a professional new patient packet that is given to every new patient, to increase their compliance with treatment.




 I train my staff to ask for referrals from every patient.




 I actively promote my referral program with all current patients, in my waiting room and to past patients.




 I have brochures or rack cards on different conditions as well as referral cards and other marketing materials for my patients to easily distribute to others.




## 5 Physician Referrals

 I have a large referral base of physicians referring to my practice consistently instead of one or two main doctors.




 I send direct mail marketing to more than 200 physicians in my area twice a month.



 I have a marketing representative that visits more than 40 physician offices in one week distributing my marketing materials and developing referral relationships.



 My marketing is focused on educating the physicians to the problems I solve for them, rather than dropping off cookies and gifts.

