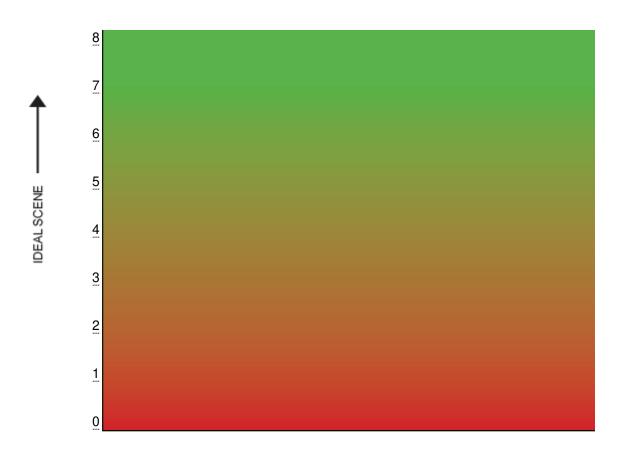
Practice Marketing Index

First Name: Last Name: Company: Phone: Email: Address: City: Zip: State: Total Score:

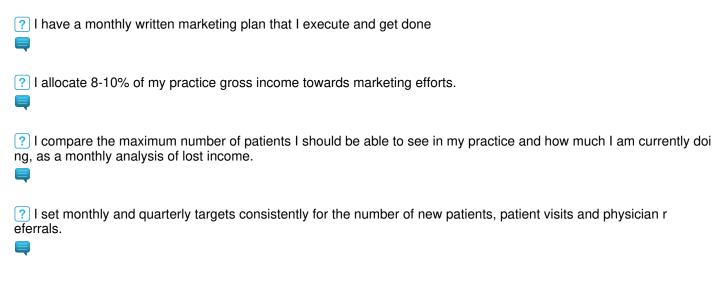
practicepromotions



Budgeting and Planning
Marketing Online
Patient Reactivations
Current Patient Referrals
Physician Referrals



1 Budgeting and Planning



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 use ful 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 doc tors.

? 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 market ing 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.

