



## PRACTICE MADE PERFECT!

PERSUASIVE MARKETING FOR MEDICAL PRACTICES



WriteThen shows independent medical practices how to engage with patients and nurture relationships to deliver more services and offerings to patients.

### MARKETING AND PUBLIC RELATIONS FOR INDEPENDENT MEDICAL PRACTICES

Changes in the U.S. healthcare system have increased costs and regulatory burdens for private practice doctor's offices and clinics.

Many independent doctors are overwhelmed and not in a position to do their own marketing efforts.

**Solution:** WriteThen Marketing

**We provide done-for-you marketing and public relations support to independent medical practices.**

Gives doctors more time to hone in on their services for patients and build up their medical practice. **You don't have to go it alone.**

### IT STARTS WITH PATIENT EDUCATION

In today's education-based patient-savvy world, patients expect to receive helpful content information from doctors.

If they don't, they will seek medical advice and care elsewhere.

Patient Education helps to manage those patient expectations.

It's all about marketing that teaches people and adds meaningful value.



Because people are hungry for information. They want more education about medical treatments and healthcare options your practice provides.

**When you educate patients, you build trust which earns their business.**

...Educates patients

...Builds relationships

...Creates engagement



Content educates, enlightens and encourages audiences to stay engaged with you.

Our content speaks directly to your audience and followers about medical and family matters important to them.

It makes connections so people will value, like and trust you.

Well-written, researched and creatively conceived, our MARKETING AND PUBLIC RELATIONS PLATFORM delivers...

- New patients and referrals
- Value-added content
- Consistent patient engagement
- Educational information
- Patient marketing system
- Online and offline publicity

## PRACTICE MADE PERFECT!

PERSUASIVE MARKETING FOR MEDICAL PRACTICES

- 1 PUBLIC RELATIONS
- 2 IRRESISTIBLE INCENTIVES
- 3 E-NEWSLETTERS
- 4 AUTOMATED EMAIL CAMPAIGNS
- 5 LINKEDIN MARKETING CONNECTIONS

## 1 PUBLIC RELATIONS

Building Awareness in Communities through consistent engagement and relationship building

Public Relations is about influencing, engaging and building relationships with your audience across a variety of platforms to shape and frame their perception of your medical practice.

We work with you to develop message positioning and implement strategies to keep people aware of your practice and ultimately persuade them to maintain a positive view of you. **We get the word out.**



We provide doctors insight on what works, what doesn't...and, just the tools needed to amplify your message to strengthen your reputation and build a growing community of patients.

**Bottom line: Long-term Success.**

We can do ALL of the work as your virtual marketing team or execute specific marketing tools.

## 2 IRRESISTIBLE INCENTIVES

Attract patients to doctor's website with An Irresistible Incentive...a patient magnet

Irresistible Incentives serve four purposes.

A. Prospects provide contact information in exchange for valuable free content. 70%-96% of unsatisfied visitors won't return to your site. Irresistible Incentives (like Special Reports) keep them on your site to earn their business.

B. Creates a relationship between doctor and website visitors. More than 95% of your visitors won't seek treatment on their first website visit. Irresistible Incentives allow doctors to "catch" traffic who leave their website without engaging. Receive patient leads on autopilot.

C. Demonstrates doctor's expertise as a credible medical and healthcare authority.

D. Educates with valuable information patients want.



80% of treatment decisions occur on the 5th to 12th contact, so stay in constant contact.

## 3 E-NEWSLETTERS

Consistent Patient Engagement to grow your reputation and attract patients.

E-Newsletters remind people that doctors exist! Sells medical practice and expertise without "selling" by educating with stories, metaphors and helpful advice.

20% more patients from nurtured leads, according to DemandGen Report.

47% more money spent by nurtured leads, according to Annuitas Group.

Plus, E-Newsletters get 4-10 times the response rate than stand-alone emails.



- Engaging
- Educational
- Consistent
- Welcomed

Just think, with one new patient E-Newsletters give doctors a return on investment within a few minutes of pressing "Send."

## 4 EMAIL CAMPAIGNS

Increase a doctor's visibility and attract exactly who a doctor wants to target for different treatments/procedures.

Tells a doctor's story with carefully crafted email campaigns.

Boost your visibility and increase value to patients.

Build trust...Build your brand...Build your practice.

• Qualify patient prospects through a series of automated emails to educate and persuade them to use your medical services.

• Create a personalized dialogue to create a relationship and keep your message in front of them.

• Communicate a practice's benefits and the great results achieved for patients through engaging case studies.

• Attract patients with customized offers, valuable updates, and much more.

• Drive traffic to the website, videos, blog posts, testimonials and irresistible incentives.

• Segment list of website visitors, blog followers, LinkedIn connections, and patient lists to better target campaign messages.

• Gain insight about patient needs through campaign tracking options.



## 5 LINKEDIN MARKETING

Make thousands of connections to grow a patient community using LinkedIn Marketing solutions.

in Reach ideal patients on the world's largest professional network.

in Generate leads, drive website traffic, and build practice awareness.

in Share engaging content. Post weekly to start conversations, directly engage with audiences, drive word-of-mouth.



- Compelling company page.
- Hundreds of monthly connections and e-newsletter subscribers.
- Showcase Page to spotlight medical and health services, procedures, expertise, success stories.
- Target specific patient audiences. Use targeting filters (geography, language) to laser target your audiences.
- Weekly posts to encourage engagement and foster familiarity.
- Track progress with Your Home Page analytics.

Consistency builds a larger community of LinkedIn followers. And, gains the patient's trust to create relationships with doctors.

## PRACTICE MADE PERFECT!

PERSUASIVE MARKETING FOR MEDICAL PRACTICES

LET US BUILD STRONGER RELATIONSHIPS FOR YOUR MEDICAL PRACTICE

We easily relate to patients, because we're a part of the market. We get it!

- Know the medical jargon and treatment procedures
- Speak their language
- Understand their pain and frustration
- Share insight on what works to build a medical practice
- Gain 30+ years of marketing/public relations experience

## GET PRACTICE MADE PERFECT!

PERSUASIVE MARKETING FOR MEDICAL PRACTICES

### For Independent Medical Practices

- 1 PUBLIC RELATIONS
- 2 IRRESISTIBLE INCENTIVES
- 3 E-NEWSLETTERS—TWICE A MONTH
- 4 AUTOMATED EMAIL CAMPAIGNS
- 5 LINKEDIN MARKETING CONNECTIONS

Includes:

- Access to our strategic insight
- Online and offline publicity
- Client consultations
- Database management
- Strategic planning
- Increased website traffic
- Patient marketing system
- New LinkedIn connections
- Message platform development
- Consistent patient engagement
- Research
- New prospects/connections
- Engaging Copywriting
- Steady stream of new patients
- Graphic design
- Returning patients

### CHOOSE YOUR LEVEL OF MARKET GROWTH

Get consistent, year-round, engaging patient marketing and market awareness of your medical practice.

	LET'S GET STARTED	MOVE IT ON UP	KEEP IT GOING STRONG
1 PUBLIC RELATIONS	✓	✓	✓
2 IRRESISTIBLE INCENTIVES	✓	✓	✓
3 E-NEWSLETTERS—TWICE-A-MONTH	✓	✓	✓
4 AUTOMATED EMAIL CAMPAIGNS		✓	✓
5 LINKEDIN MARKETING CONNECTIONS			✓



- Cost-effective
- Measurable Results
- High ROI
- Two-way dialogue
- Positions you as an expert
- Forwardable and linkable
- Multipurpose content
- Weekly patient engagement

...because people buy from experts they value, like, and trust.



Stay connected and engaged with patients. Contact Jack Peters at jpeters@writethenllc.com today!