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MEET THE PRESENTER

Audrey Christie McLaughlin

On the topic:
Marketing Your Practice on Social Media
Welcome to Practice Management Institute’s Webinar and Audio Conference Training. We hope that the information contained herein will give you valuable tips that you can use to improve your skills and performance on the job. Each year, more than 40,000 physicians and office staff are trained by Practice Management Institute. For 30 years, physicians have relied on PMI to provide up-to-date coding, reimbursement, compliance and office management training. Instructor-led classes are presented in 400 of the nation’s leading hospitals, healthcare systems, colleges and medical societies.

PMI provides a number of other training resources for your practice, including national conferences for medical office professionals, self-paced certification preparatory courses, online training, educational audio downloads, and practice reference materials. For more information, visit PMI’s web site at www.pmiMD.com

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MARKETING VS SELLING

Selling
- Focuses on the needs of the seller
- Convincing someone they NEED what you HAVE (whether they do or they don’t)
- Preoccupied with converting time into cash

Marketing
- Focuses on the needs of the buyer (patient or client)
- Discovering what a person needs
- Letting them know if and how you can fill that need
- Referring them if you can’t
DISCOVERING YOUR IDEAL PATIENT

WHAT IS AN IDEAL PATIENT?

+ = PATIENT
WHAT IS AN IDEAL PATIENT?

PHONE + BODY = IDEAL PATIENT LEADS TO:
• Increased quantity of patients
• Overwork
• Stressed
• Longer hours
• Dollars for quantity or hours mentality

WHAT IS AN IDEAL PATIENT?

Seek out patients...you enjoy serving!

quality
over
quantity
WHY DOES IT MATTER?

5 SIMPLE STEPS

1. Categorize your current patients.
2. Find common denominators.
3. Identify who they are, issues, obstacles, challenges.
4. Create your ideal patient profile.
5. Find them.
ALL IDEAL PATIENTS HAVE THIS IN COMMON...

An ideal patient is someone who...
• You enjoy working with
• Needs your help
• Will happily pay you what you are worth
• Who will get great results from your services

THIS IS KEY...

HELLO
I AM...
AN EXPERT
STEP 1: CATEGORIZE YOUR PATIENTS

1. Pick 2-3 previous days of patients.
2. Pull the charts. (Print schedule and categorize on paper if electronic)
3. Create space for 5 stacks, numbered 1-5
4. 1 is “best patient ever” and 5 is “I hope they never come back”
5. Review the charts (remember the patients, collection/payment data, health concerns, demographic info)
6. Once sorted gather 1s and 2s and look for common threads.

STEP 2: COMMON DENOMINATORS

STEP 3: IDENTIFY

Review and fill out the Common Denominators worksheet.

Look for what your Category 1 and 2 patients have in common and identify patterns:
Why did they come to you?
How did they find you?
What population segment?
Industry congruencies?
Biggest health problems?
Obstacles to care?
What do they need right now?
STEP 4: CREATE YOUR PROFILE(S)

STEP 5: GO FIND ‘EM

Community Marketing Initiatives
vs
Online Marketing Initiatives
ONLINE:
1. Website
2. Blog
3. Social Media
4. Stay-In-Touch

SOCIAL MEDIA
Media for social interaction
Web-based & Mobile
What’s most popular?
WHERE SHOULD YOU BE?

USA SOCIAL MEDIA TRENDS

Over 80% of people on the planet are on Social Media.

1 in 5 page views online are social media sites.

Social media accounts for 22% of all time spent online.

42% of people interact with companies via social networking sites

Social media plays an important role in product and service purchasing decisions.
FACEBOOK STATS

1.35 billion monthly active users
1.2 billion mobile active users
152 million active daily users in the USA and Canada
Average users spends 21 minutes per day

IMPORTANT STATS

Facebook has 1.35 billion monthly active users
1.2 billion mobile users
More than 50 billion pages
9 million applications
Average daily likes 584 million
Location tagged posts over 17 million

Over 500 million user
Over 200 million active users
Over 500 million tweets per day
50% of Twitter users follow companies and/or brands
NETWORKS YOU GOTTA KNOW

Pinterest
- Virtual pin-board
- Connects everyone in the world through the “things” they find interesting
- Create and manage theme-based image collections
- Organize and share what you find on the web
- Popular with women

YouTube
- Second biggest search engine...
- Two days worth of videos uploaded every min
- Over 3 billion views per day
- Massive potential for small businesses

FACEBOOK MARKETING.

2
FIVE MUST-HAVES FOR A SUCCESSFUL
5 FB MUST HAVES!

1. The RIGHT sort of FB Page
5 FB MUST HAVES!

2. Cover Image

3. Carefully selected profile pic
5 FB MUST HAVES!

3. Carefully Selected Profile Pic

4. Correctly Set Up Info & About Tab
5 FB MUST HAVES!

4. Correctly Set Up Info & About Tab

5 FB MUST HAVES!

5. Optimize for Mobile
5 FB MUST HAVES!

5. Optimize for Mobile

WHAT DO I POST?
WHEN? HOW OFTEN?
POSTING MIX

1. 80/20
2. Lots of pictures, links with pics and videos
3. Make your promotions feel informational

WHAT IS THE 80%?

1. You wouldn’t eat 22 packs of sugar, why are you drinking them?
2. 8 Anti-Cancer Fruits You Should Be Eating Every Day

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Webinar/Audio Conference
March 4, 2015
WHAT IS THE 20%?

WHAT IS BORDERLINE?
SHOULD I SHARE?

LIKE KNOW TRUST

WHAT SHOULD I AVOID?

• Complaining too much, always keep it positive.
• Spamming– too much promotional content, keep it to 80/20.
• All text posts.
WHEN DO I POST?

When do I post?

WHEN DO I POST?

When do I post?
WHEN DO I POST?

Pick your 2 best times per day and post then, everyday. Usually you end up with 7-14 posts per week.
GROWING MY AUDIENCE

HOW DO I GROW A FAN BASE?
HOW DO I GROW A FAN BASE?

1. Invite personal page friends/clients.
2. Ask people to share your page.
3. Run a Facebook Ad Campaign for Likes.
HOW DO I GROW A FAN BASE?

1. Invite personal page friends/clients.

2. Ask people to share your page.
HOW DO I GROW A FAN BASE?

3 Run a Facebook Ad Campaign for Likes
HOW DO I GROW A FAN BASE?
HOW DO I GROW A FAN BASE?
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[Image of a Facebook ad creation interface with annotations]

HOW DO I GROW A FAN BASE?

[Image of a Facebook ad budgeting interface with annotations]
HOW DO I GROW A FAN BASE?
5

GOALS FOR FACEBOOK
+
TYING IT ALL TOGETHER

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GOALS FOR FACEBOOK
LIKES PAGE
Engages in Content
Like, Know, Trust
Gives Email Address/Contact Info
Receives Touches over period of time

Needs services

BECOMES Patient!

GETTING EMAIL ADDRESSES

Offer a free
STAYING IN TOUCH

How Often?
• Monthly
• Bi-weekly
• Weekly

NOT A CHORE.
MANAGEMENT TIPS

Use FB’s native scheduler
Schedule posts 1 week in advance
Download the Pages App
Avoid Buffer and Hootsuite
Send notifications to email
SNEAKY TIP #1

SNEAKY TIP #2

#hashtags
SNEAKY TIP #3

CHECK IN

QUESTIONS?
PMI Discussion Forum

Questions?

Post yours on PMI’s Discussion Forum:
– Click **Accept** to continue

Discussion Forum Walk Through

1) Go to [www.pmiMD.com](http://www.pmiMD.com).

2) Hover the cursor over “Practice Tools” which is the fourth button from the left on the top of the page. This will give you a dropdown menu.

3) Click on the second option listed: “Discussion Forum.”
-This will bring you to the Discussion Forum Disclaimer page. You will click, “Accept.”

-After clicking on the “Accept” button, you will be guided to the actual discussion forum.
LOGIN OPTION 1
In order to Login to the Discussion Forum, please follow the following steps:

- In the Forum Home block located to the left, click on the “Login” option (this button will have a picture of a key next to the option).

- This will bring you to the “Forum Login” page.

<table>
<thead>
<tr>
<th>Forum Login</th>
</tr>
</thead>
<tbody>
<tr>
<td>Username: [username]</td>
</tr>
<tr>
<td>Password: [password]</td>
</tr>
<tr>
<td>Keep me logged in on this computer (requires cookies): Yes/No</td>
</tr>
<tr>
<td>Add me to Active Users list: Yes/No</td>
</tr>
</tbody>
</table>

- Enter your username and password

- You will be given the option of whether you will like to be kept logged in. This option is purely up to you.

- You will also be asked if you would like to be added to the active users list. You will want to click yes.