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On the topic:

How to Use Social Media to Market Your Practice and Enhance Patient Relations

Audrey Christie McLaughlin, RN
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HOW TO USE SOCIAL MEDIA
TO MARKET YOUR PRACTICE + ENHANCE PATIENT RELATIONS

Audrey Christie McLaughlin, RN

OBJECTIVES

• Discover Your Ideal Patient
• Which Social Media platform is best.
• Getting started on Social Media platforms
• Policy and Practice
• Implementation
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?

PHONE + BODY = 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!

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
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

Online Marketing Initiatives

ONLINE:
1. Website
2. Blog
3. Social Media
4. Stay-In-Touch
IDEAL PATIENTS

MOST Practices:

1. Facebook
2. Twitter
3. Instagram

REMEMBER...

You don’t have to do it all! Nor will you be able to!

Pick 2-3 max that fit your ideal patient, and make those platforms great!
STATS: FACEBOOK

- 67% of all internet users
- MOST popular with 18-49 year olds
- 65% of 50-64 year olds use FB
- 56% of 65 and over crowd

REASONS TO LIKE FB

- 955M monthly active users, 60% active daily
  Connects you and your staff directly to your patients and fans.
- Average Facebook user has 130 friends and is connected to 80 pages.
  Improves your SEO and strengthens patient relations.
- Facebook has 2.7 billion Like actions per day.
  Allows you to engage your community easily for free.
FACEBOOK GETTING STARTED

Create a business page or fan page for your practice.

Primarily, only paid ads appear in the main feed on Facebook.

Use a logo for your profile picture.

Have a professional design your header image.

Fill out ALL of the information.

STATS: TWITTER

• 29.2% of all internet users
• MOST popular with journalists, urban area and the 15-39 crowd
• Lowest number of 65 and over users
REASONS TO TWEET

- Twitter has over 500 million registered users. Helping you to connect with your patients and prospective patients.
- More than 50% of active Twitter followers follow companies, brands, businesses, products, or service professionals. This means that as a medical practice you must build your Twitter following to ensure your message gets through.

TWITTER TIPS

1. Optimize your profile.
2. Tweet!
3. Follow people and get people to follow you. (not more than 25-100 peeps in a day)
4. Tweet for marketing
5. Use local hashtags
STATS: INSTAGRAM

- Over 500M monthly active users
- 65% of users are 18-35
- 31% of users are women
- Used by 70% of businesses
- 75% of Instagram users TAKE ACTION

REASONS TO SHARE+TIPS

Inspire people with stories in pictures.
Connect with Facebook.
Hold contests.
Market following popular trends (#selfiesunday) (#mcm) (Man Crush Monday)
Engage patients by liking their photos.
STATS=REASONS: PINTEREST

- Phenomenally popular with women
- 15% of all internet users “Pin”
- 30% of users have a household in the 6-figures
- Highest number of referrals to websites outside of the app
- Pinterest generates 27% more revenue per click than Facebook

PINTEREST-ING TIPS

Pin your interests AND your ideal patients interests.
Pin often and pin variety.
Use teasers in your imagine to direct them to your website.
LINKEDIN

- Widely accepted by professionals
- 40% of users earn 6-figures
- 30 million college grads
- “facebook for professionals”
- Create a company page and personal profile for each provider even staff members.

HOW DOES YOUTUBE FIT IN?

- Is the 2nd largest social media site and the 2nd largest search engine.
- Use YouTube to post videos, instructional/informational/otherwise to your blogs and social media.
- Take advantage of the search functions and tag videos so that you improve your rank on when patients search for you.
WHAT DO I POST?
WHEN? HOW OFTEN?

WHAT DO YOU POST?
Posts, pictures, information that your ideal patient wants to see!

Mix it up...keep it natural.

Have a DISCUSSION!
POSTING MIX

1 80/20

2 Lots of pictures, links with pics and videos

3 Make your promotions feel informational
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.
REMEMBER, DISCUSSION

DISCUSSION

Direct Announcements

important announcements of practice matters...
“Office closing early for staff development this Friday”
“Saturday Flu Shot Clinic 8-12pm”
DISCUSSION

Intriguing Questions and Funnies

- ask open-ended questions, perform polls, and tastefully funny pictures or jokes...
- “What is your favorite day of the week and why?”
- “Who is traveling for the Holidays?”

Super Traffic Drivers

- posts designed to lead followers to your blog or upcoming event...
- “Check out Dr. Jones newest post on Diabetes Management at www....com”
- “Don’t miss our Open House this Friday”
DISCUSSION

Credibility Builders

results, testimonials, patient stories...

(with permission and signed release)

OB/GYN or Pedi clinics may ask parents to submit new baby pictures, US pics determining sex, or patients that have “graduated” Pedi services

DISCUSSION

Unique or Inspiring Quotes

quotes that speak to your ideal patients, quotes from the providers, staff...

Dr. Brown’s favorite quote is from Socrates: “The unexamined life is not worth living.” Dr. Brown says this quote reflects her passion for taking time for reflection and meditation each day.
DISCUSSION

Sage Voice of Wisdom

Similar to the U but this information comes directly from the docs and can be general and health related advice...

“New Guidelines on Statins are...”

DISCUSSION

Stellar Resources

useful information, community events, links to important studies, health calculators...
DISCUSSION

Images of Office Life

post a picture of a receptionist answering a call, your nurse working hard, something funny that happened, theme day...

DISCUSSION

Offers

try to keep these one per week or one per month... “Back to School Physicals $30 this month”
DISCUSSION

News
post news for your clinic, industry, or community...

TIPS

• Follow DISCUSSION acronym every week
• 10 Posts per week (beginners)
• 14+ post per week per outlet (advanced)
WHEN DO I POST?

8:00a or EARLIER

LUNCH HOURS 11a-1p

Evening after 5p (even better after 8p)

ON SUNDAY PM!
WHEN DO I POST? (ADVANCED)

WHEN DO I POST?
HOW OFTEN DO I POST?

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

WHO SHOULD POST?
PRODUCTIVITY TOOLS

buffer
hootsuite
MeetEdgar

ADVERTISING ON SOCIAL MEDIA

Facebook
FACEBOOK + INSTAGRAM

Growing My Audience-Advertising

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.

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HOW DO I GROW A FAN BASE?

3 Run a Facebook Ad Campaign for Likes
HOW DO I GROW A FAN BASE?

[Image of Facebook advertisement campaign]

HOW DO I GROW A FAN BASE?

[Image of Facebook advertisement campaign]
HOW DO I GROW A FAN BASE?

[Image of a Facebook ad creation interface, highlighting areas such as audience targeting, ad placement, and budget.]
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
BOTTOM LINE...

SOCIAL MEDIA IS REPLACING TRADITIONAL MEDIA

1. Social Media is here to stay. Studies show that 18% of all time spent online is spent on social media.
2. New patient acquisition is the biggest hurdle for most clinics. Social Media is the most cost effective and targeted way to reach potential patients.
3. Social media helps you build relationships with current patients and their families by making it easy to stay at the forefront of their minds and can even help you strategize adding new product or service lines to your clinic.
4. Social media influences search engine rankings...which improve your chances of being found when Betty types into Google “family practice in XYZ city.”
5. Social media is the new search. Many people take to social media to find the places they are looking for.
6. Social media offers the most highly targeted marketing opportunities. Just a decade ago if you wanted potential customers you might have to advertise on the radio or send out mailers...

THANK YOU!