

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Virtual Marketing Director Services

It has become exceedingly clear to everyone that marketing on the internet is now essential to having a reception room filled with exactly the kinds of patients you want. This work **MUST** be done, but doctors don't have the time or the expertise to make this happen. That is why 3 years ago, Top Practices created the Virtual Marketing Director Team led by Lori Hibma.

This sophisticated, talented team of people who know exactly how to market a medical practice using Top Practices methods work for our doctors every day to explode their marketing results. Here is just a sample of what the team can do for you:



- Internet Marketing Evaluations and Audits
- Media and Strategic Planning
- Social Media Writing/Posting/Management
- Content Writing for all your Internet Marketing
- Review Site and Internet Listings
- Graphic Design
- Website Management
- Branding and Design
- Video Editing Services



Go to www.TopPractices.com and you'll find more at the Virtual Marketing Director Services tab.

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The Top Four Ways to Fix Your Broken Practice

By Tom Foster, Founder and CEO of Foster Web Marketing



You got into medicine to help others, not agonize over day-to-day marketing. Yet you may find yourself up at night, worrying about your practice and the future of your medical career. How can you keep your pipeline of new patients full? Is there more you can do to bring back former patients? How can you get BETTER patients, not just MORE patients?

These thoughts can be stressful, especially if you don't have a solid marketing plan. After all, they don't teach you marketing in medical school.

What's Stressing You Out?

Doctors we've spoken with often bemoan the state of medicine. They feel buried in regulations and laws, forced to cram as many patients into the work day as possible and unable to give them the time and care they need. These days, there are plenty of reasons for small to solo practitioners to feel stress: HIPAA regulations, The Affordable Care Act and small practices being pushed out of business by organized medicine.

While I can't speak to HIPAA or Obamacare, I may be able to help with the third. I know for a fact that it is possible for small medical practices to thrive—even in today's challenging market.



What You Can Do

You can't run out and "fix" the healthcare system, but you can fix your marketing. You have the ability to take charge of your marketing, and to build a better marketing plan and a better practice. Here's how:

- 1. Focus on attracting the right kind of clients.** Doctors want quality patients—those they like working with and those who pay. Your first step is to identify your ideal patient; your next is to craft all content and marketing materials to appeal to this exact client. Niche your practice – don't try to be Wal-Mart and offer something for everybody!
- 2. Invest in improving your practice management.** Instead of wallowing in sorrow over your not-so-successful practice, do something about it! Take control of your business—and your life—by ensuring that your practice is being run as efficiently and effectively as possible. A better intake process, improved attention to overhead—there are so many small changes you can make that will yield huge results.
- 3. Mastermind with those you respect.** Meeting regularly with other innovative, successful physicians has the power to transform your practice. Where to find these "masterminds"? Search out—or create—a local group, or use the Top Practices Mastermind Group for Podiatrists. Remember, you're not in this alone.
- 4. Use software to save time and get ahead.** The best software for your practice will allow you to update your website, view analytics that will guide your marketing decisions, and have access to integrated customer relationship management software. Our very own DSS software does all of these, and is used by our very own Rem Jackson himself!

There is no better way to solve your marketing (and management problems) than joining Rem's Top Practices Mastermind Group. If you want the very best website that podiatrists can get, call 855-552-8588 or visit www.FosterWebMarketing.com. We would love to free you from your worries and allow you to get back to what makes you happy – helping people heal.

What's the Big Deal with YouTube?

By Ellise Williams



Picture a vast universe spreading across the stars. A universe of infinite information and knowledge, filled with cooking tutorials, “how-to’s”, reviews, and dogs wearing boots. That’s YouTube.

Within YouTube lies a world of unlocked potential for marketing your practice. It gives you the power to turn viewers into patients in the span of a minute. With YouTube, you can create and share valuable content that is relevant and useful to what your ideal patients are searching for.

If you haven’t already created your YouTube channel, that’s your first step. Before you run off to set it up, however, there are a few things to keep in mind:

1. Create your YouTube channel on the Gmail account associated with your Google Authorship.

Authorship is a way for Google to associate you (the author) with the content (that includes video!) you put out on the Internet.

2. Brand your channel appropriately.

Keeping all elements surrounding your practice (both on and offline) cohesive helps to maintain a consistent, professional appearance.

3. Don’t leave it empty!

Having a YouTube channel with no new videos (or no videos at all) is like having lukewarm soda with no ice. It’s not very cool. (*That joke wasn’t very cool either, but you get the point.*) In all seriousness, leaving your YouTube channel empty is simply a wasted opportunity.

So you have your YouTube channel set up and ready to go – what’s next? You’ll want to start putting ice in that lukewarm soda – start creating your videos! Here are a few important tips for creating quality YouTube videos:

1. Length

Most typical YouTube viewers tend to stick with a video for 1-2 minutes, depending on the engaging nature of the content. You want to create videos that fall within that range.

2. Quantity

Publishing a video every week is ideal, but don’t let that

goal keep you from creating video. Even one video per month is enough to keep your channel fresh and interesting.

3. Content

Keep your content engaging and informative at all times. Ask yourself, “If I had this condition, would I find this information useful?”

Stumped on content? Here are just a few suggestions of videos to create for your channel:

1. Channel Trailer Video

YouTube allows you to feature a specific video to play on your channel page when nonsubscribers visit. This gives you the opportunity to introduce yourself and your practice.

2. Virtual Tour of Your Practice

3. FAQs

Answer commonly asked questions that demonstrate your knowledge and give concise, informative answers. Dr. Harvey Danciger, one of our Top Practices members, has a perfect example of a successful FAQ. Just search for “Will cutting a V in my ingrown toenail cure it?” and you’ll find it. He is #1 on Google for this search.

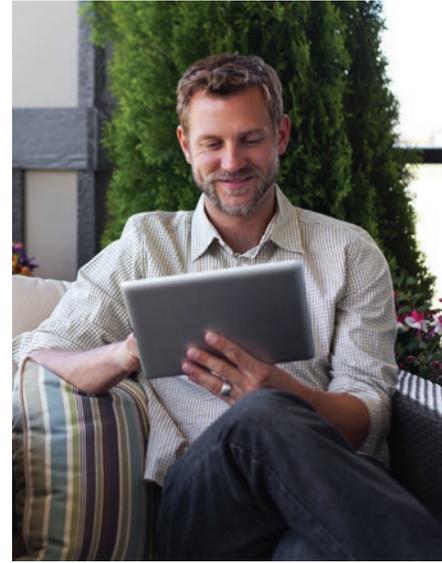
4. Demonstrations of Technology/Products

5. Introduce the Staff

6. Highlight Special Events

7. Testimonials

Ellise Williams is the Multimedia Manager for the Top Practices Virtual Marketing Director Services team. She has a degree in film & video and takes pride in creating videos that successfully market and convert for her clients. She loves animation, writing, Bernese Mountain dogs, and Doctor Who.



THE TOP FOUR WAYS TO FIX YOUR BROKEN PRACTICE



See page two.

Patient Newsletters Work IF You Can Get Them Done

The new Top Practices Patient Newsletter Program is exploding. Everyone understands they need to do a good monthly newsletter, but they struggle with finding the time for great content, great art and design, and someone to just manage it and make it happen. Top Practices introduced the Podiatry Patient Newsletter Program only 60 days ago and we are astounded at the interest. If you want a Patient Newsletter done and done right every time, then go to www.TopPractices.com and choose the Podiatry Newsletter tab to get the details or just call Nicole Tully-Henderson at 717-824-6553 or email her at Nicole@TopPractices.com. She runs the program and has all the answers. This program is open to all podiatrists, not just Top Practices Members.

