



Dedicated to Your Success

Do I Really Need a Patient Newsletter?



By Rem Jackson

Marketing in 2017 is typically so hyper focused on Internet Marketing that most "experts" on marketing don't have a clue what a newsletter actually is, or why it's still an incredible marketing tool.

Newsletters are as relevant or more today than they have ever been for two simple reasons:

1. Our postal mailboxes are filled with only two things: bills and catalogs. Ever wonder why this is? I don't have to explain the bills, but the catalogs (big, colorful, heavy catalogs) are there because they make sales. It's that simple. So, we mail a newsletter to our patient's home, we have the mailbox all to ourselves. We have the only newsletter still coming to them and think about your own behavior. We do a quick sort: must open and respond (bills), might read (in a pile), and throw away (much of it). We only keep and open things that interest us. And a well-constructed newsletter from a trusted source (their doctor) fits the bill. Now we have time to nurture our relationship, stay top of mind, and build referrals and reactivations.

2. Newsletters are fantastic for emails to our patients. Less than 25% of your patients will see, open, read, and act on any emails you send them, but that is still a great number for very low cost. It is our responsibility to stay in touch with our patients so they don't forget our names (usually takes less than 9 months for them to do this btw).

Why newsletters? It's simple referrals and reactivations from your most important asset in private podiatry practice: Your patients – every single one of them.

The KEY is to produce interesting, well-produced, high-quality newsletters every month of the year. And it's this job that stops most of us from making sure this happens. That's why Top Practices has a service to produce beautiful, educational, marketing patient newsletters for our doctors, month in and month out. Our newsletters are as customized as our doctors want, at no extra cost. Find out more by:

- Visiting our website to learn more
- Calling us and letting us answer all your questions at 717.725.2679
- Emailing us at answers@TopPractices.com
- Asking about our 10th Anniversary Special on our newsletter program for the month of June!

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How to Introduce New Services to Your Practice

By Dr. Peter Wishnie



How many times have we gotten a new piece of equipment just to have it lying around the office without it being used? For example, how many of us purchased an ultrasound machine and it took months before we started earning money from it? Or, better yet, we got a new EMR and didn't use it to its full capacity until we were forced to?



It happens all of the time. The reason this happens is because we got excited about the equipment but we did not plan for it. Pulling out the ultrasound machine and entering the patient's demographics and setting it up takes time and might cause you to fall behind schedule.

So, we go back to systems. You are at a conference and you fall in love with a certain piece of equipment, like a brand new laser. You can see the potential for this device in helping your patients and generating new revenue. Now you must think of the following:

1. How are you going to promote this treatment?
2. The cost to you and your patients, and how many patients you need to treat to realistically make money.
3. Will the equipment take up a treatment room?
4. What is the system to scheduling the patient? How long is the treatment?
5. Time to train the staff on the use of the machine plus having it all ready before the patient comes in or prior to the doctor seeing the patient.
6. Any forms you might need for the patient to fill out prior to services being rendered.
7. If it is a service that is covered, find out if the insurances in your area are paying for it. If not, is it something you believe in that you can sell to your patients?

Once you devised the system for easy use of the new piece of equipment, you will need to introduce it to your present patients and the public.

Here's how:

- First, send out an email blast to your patients promoting the device.
- Make a list of patients that can be great candidates for the treatment and send them a letter, or a one-page newsletter describing the benefits and uses for the equipment.
- Use social media, like Facebook, Instagram, and even a live video demonstration.
- Get a few patients to write a testimonial on the effects of the treatment.
- Place flyers throughout the office;
- Put information on your website and a section for FAQs about the device.
- In addition, write up a one-page newsletter for referring physicians about how you can help their patients with this new addition to your practice.

Then, you should have a written script of what to say to your patients to get them to agree on your recommended treatment plan. You will truly need to be confident that this device will help them. Saying, "let's try this new laser to help with your pain, it might work for you," is something that will not work especially if the patient is paying out of pocket. Instead say, "Mrs. Jones, we have a state-of-the-art, painless laser that will help with your problem. The laser takes only ten minutes and it works by increasing blood flow, bringing in new cells to heal the damaged tissues." This shows extreme confidence and the patient is most likely going to follow your recommendations.

Overall, you need to be prepared for any piece of equipment you bring into your practice prior to the actual delivery date, otherwise, you have an expensive device that just collects dust. Plus, you do not want your spouse to say, "Oh, what a waste of money, just like the treadmill that is now being used to hang up your clothes."

Dr. Peter Wishnie is the founder of Family Foot and Ankle in New Jersey. He is also the Director of Physician Programs and Practice Management Consultant for Top Practices Virtual Practice Management institute. You can find out more about Top Practices Management Programs at www.TopPractices.com

Seven Critical Elements of Your Online Success

By Tom Foster, CEO Foster Web Marketing



Do you know what goes into your online success? Do you know how to determine if the online marketing for your practice is succeeding? The hard truth is that these two questions are absolutely critical to promoting your practice to a Digital Age audience and bringing in the clients and patients you want to see.

The Nuts and Bolts of Succeeding Online

If you're where you want to be, you need to work to maintain your success. If you're not where you want to be, then it's time to make a change. Either way, your first step is to break down the idea of "online success" into its individual elements:

- **Local visibility.** People search for medical providers close to home. If they find inaccurate information, or if you're not visible in local searches at all, then you're missing out on the best potential leads.
- **Backlinks.** The addition of Penguin to Google's search algorithm means that your backlink profile matters. You should be checking in regularly and disavowing bad links (use a professional, you could hurt yourself).
- **Content.** Your content lets you speak directly to your potential patients. If your content isn't helpful, well-written, and relevant, you're missing a golden opportunity to build trust.
- **Reputation.** People look at online reviews when they shop for a doctor, and they get a feel for your reputation before choosing to visit your office. Reputation management has become so critical that we are adding an easy-to-use reputation management tool, right in DSS™.
- **User experience.** Potential patients shouldn't have to fight to get what they're looking for. From your website to your intake and follow-up process, none of your efforts matter if they don't translate into a great user experience.
- **Your competition.** Your biggest competitors online may not be the same competitors you see offline. You need to be aware of whom you're up against, what they're doing, and how your efforts stack up.
- **Paid marketing performance.** Always keep a close eye on how your paid marketing is performing. Otherwise, you can't make good decisions about how you're spending your marketing dollars.



How to Determine If You Are Succeeding

How do you measure online success? It's all about keeping tabs on your traffic, and conversions. You need to track everything, including how you're performing, what visitors are engaging with, and what that means in pursuit of your goals. Although these kinds of efforts are invisible to your potential patients and clients, they are the necessary "paddling under the surface" that keeps you afloat.

Tom Foster is CEO and Founder of Foster Web Marketing who works closely with Top Practices Virtual Marketing Directors. You can contact Foster Web Marketing at 888-886-0939.

"There always remains an opportunity to make a new start."

– Napoleon Hill



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ACHIEVING PROFESSIONAL GROWTH

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TOP PRACTICES

10 Years of Achieving Professional Growth

10TH ANNIVERSARY

2007-2017

10th Anniversary Special on the Top Practices Podiatry Practice Newsletter Program!

Join Top Practices Newsletter Program by June 30th and receive a 15% discount on your first newsletter AND we will mail you Rem Jackson's "How to Write Copy That Produces Results for Podiatry Practices", a 50-page workbook and three CDs. This is the Copywriting Workshop that empowers anyone to learn how to write copy that promotes podiatry practices. Its inspirational 3 detailed modules shares Rem's 10 Rules for Effective Copywriting for Podiatry Practices. Normally \$249, this one-of-a-kind package is yours when you begin your Top Practices Newsletter Program on or before June 30, 2017.

