

# ATTRACT PATIENTS DURING THESE DIFFICULT TIMES



## Marketing Strategies That Attract New Patients

Choosing the right marketing strategies is not easy. What was helpful pre-COVID may not work today.

The following strategies will help you gain patients' attention in the new normal:



### Accurate online business listings

For new patients to visit your practice, they need to find it. Make sure your Google My Business listings display accurate NAP (name, address, phone number).



### Updated website

Your website is the go-to place for patients to get information, so make sure it communicates that you are ready and safe to accept patients.



### Strong online reputation

With patients skeptical about visiting healthcare providers, having a strong online reputation will help you gain credibility to attract new patients.



### Active social media presence

Social media marketing is one of the most cost effective ways to promote your medical practice. You can create simple, targeted posts informing patients that you're there for them when they need you.

## How Can We Help You?

Over the last four decades, Practice Builders has helped more than 16,000 healthcare professionals attract new patients and grow their practices.

We understand this is a difficult time for everyone. Even we might not have all the answers, but we're committed to providing you with the right information to help you navigate through the tough times. We're in this together, and we're here to help.

## Ready to get started?

Please call or email Ms. Alisa Okeefe,  
VP Sales & Customer Experience

[aokeefe@practicebuilders.com](mailto:aokeefe@practicebuilders.com)  
800-679-1200 x2



# GET THE PATIENTS, CASES AND PROFITS YOU WANT!

## Strategic Growth and Marketing Solutions That Matter



### Comprehensive Digital Marketing

- Websites
- SEO
- Social media
- Blogs
- Content creation



### Online Reputation Management

- Capture and monitor patient reviews
- Publish and respond to patient reviews
- Send patient surveys
- Promote positive reviews



### Training

- Customer service
- Staff training
- Leadership training
- Convert patient calls into appointments
- Increase patient satisfaction and retention



### Video Creation

- Professional videos
- Photographs
- Transform webpage, social media
- Drive more traffic, conversions & engagement



### Complete Branding

- Create your brand image
- Consistent branding throughout all media avenues
- Logo design



### Practice Liaison Training

- In-person liaison training
- Virtual liaison training
- New techniques to cultivate staff

As a valued ECL client, here is a benefit selected for you – a complimentary Online Reputation Report and Website/SEO evaluation. Just drop a line to our VP of Sales, Alisa Okeefe: [aokeefe@practicebuilders.com](mailto:aokeefe@practicebuilders.com) | 800-679-1200 x2.

*Also, feel free to share your practice marketing challenges so she can suggest customized solutions for you.*



*"We had a very successful practice, with a goal to continue to grow. After working with Practice Builders, we implemented the strategic marketing plan and almost doubled our practice! The Practice Builders relationship has provided us a strategic approach to market our practice to referring doctors and has been a tremendous success for us!"*

**H. Jay Wisnicki, M**  
Union Square Eye Care



Working with Practice Builders' marketing experts will be an added advantage for ECL's clients. Practice Builders brings decades of healthcare marketing experience to the table and has partnered with 16,000 clients to deliver customized, **ROI based** programs for better practice growth and profitability.