



Services

- **Marketing Consultant**

Gain marketing expertise to use as needed.

- **Website Design**

Clean and clear, your site should inform and influence.

- **Print Design**

Marketing collaterals can carry through your brand.

Medicine is your business.
Marketing medicine is mine.

Internal Marketing

How do the professionals in your medical office make patients feel?

Do patients feel welcome, cared for, and appreciated? Or do they feel ignored, bothersome, and insignificant?

Did you know?

- Patients judge their experience at your medical office by the way they are treated as a person, not by the way they are treated for their problem.
- Only 1 out of 25 disgruntled patients will complain.
- Most patients feel that nurses and medical staff are too busy to help them or answer their questions.

Caring for your patients means caring about them as well. You take their oral temperature. Do you show your additional concern by also taking their "satisfaction temperature"?

No matter how hard you try to attract new patients to your practice, if you don't address your internal image and marketing strategies, it's likely that you won't be very successful in sustaining growth. Internal marketing strategies are the tactics you implement within your office that help build your practice.

Today, patients expect prompt and excellent customer service. Waiting an hour to see the doctor may have been acceptable years ago, but that is no longer the case. Making patients wait will ruin your reputation and eventually drive patients away from your practice.

Just think of your everyday experience with customer service at stores, restaurants, hotels, and banks. Do you immediately recognize the difference between good and bad service? You do, and so do your patients. Do you tell your friends and family when you experience horrible customer service? You do, and so do your patients!

Recognizing that your patients do have a choice and demonstrating you value your patient's time and seeing your patients on time will create a positive word-of-mouth buzz about your practice. More importantly, their expectations of a visit to your office will be met and that is the crux of successful medical marketing . . . understanding your patient's expectations and exceeding them!

Our first consultation is at NO COST.

Call or email today to schedule an introductory meeting.

Let's talk about where you are with your marketing and where you want to be.