

Patient Loss Prevention with Smart Internet and Social media

PUMC's research has discovered that major patient loss is now occurring. So, why spend money and time bringing patients into the "front door" while they are marching out of the "back door" lured by the Internet, social media and review sites? Why miss the opportunity of easy and inexpensive surgery closure opportunities? It's a known business axiom that it is less expensive to market to patients of record than it is to market to new patients. Before we communicated in person and via letters and phones. Today the media is different, that is all."

Today's environment presents new ways to lose patients that time and money has been spent to acquire. Therefore, proactive patient retention processes are the practice's top marketing priority.

Most practices don't control these preventative events

1. Google
 - a. Hummingbird and other algorithm changes that have occurred
 - b. The effect of Google's new policies for reviews, recommendations and endorsements,
2. Unexpected negative review comments
3. New doctor competition from health care reform refugees
4. The smarter and informed shoppers with choices

Things practices control and can take steps to prevent patient attrition

1. Poor or lacking a marketing plan lacking goals and metrics
2. Ignored patients-of-record
3. Not securing positive patient comments for posting to review sites
4. Ignored staff selling skills needs
5. Ignored organic search Real estate
6. Failed integration of SEO and Social media marketing

Presentation of timely Solutions addressing

1. Staff's new roles and training requirements
2. Programs for creating rich patient relationships
3. Rich connections to your patient
4. Better use of data and metrics
5. Shift more focus to higher volumes of deep authoritative website content and leveraging the content marketing for inbound strategies through social platforms.
6. An Internet provider that is your total practice marketing partner

