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## Give Me the Bacon Without the Sizzle: How to Promote Yourself Properly

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### Presenter Disclosures

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### Objectives

- To learn how to promote yourself in your medical community
- To learn how to increase your referral base
- To learn how to utilize industry sponsored events for professional promotion
- To learn how to effectively use social media for professional promotion
- To learn what is acceptable to post on social media regarding patient content
- To obtain a broad understanding about the legal ramifications of inappropriate content on social media

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### Promoting Yourself

- In an ideal world, you can hang your shingle up and patients will come to see you
- Not the case anymore
- Healthcare is the ultimate service industry
- Let's talk specifics

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### Promoting Yourself

- Shake hands (bump elbows)
  - Meet as many physicians or physician extenders as you can
  - It takes 7 encounters to make an impression
  - Yes, that means going back to the same office 7 times!
  - Bring coffee and donuts
  - Bring your business cards
  - Create flyers- easily through Vistaprint or Shutterfly



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### Promoting Yourself

- Go to local physical therapists and let them know what you treat
  - Offer to do lunch and learns
  - Bring marketing materials




lunch  
&  
learn






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### Promoting Yourself

- Dance studios and gymnastics locations
  - Let them know you offer same day appointments
    - With in house xray if you offer this
- Athletic directors of local schools
  - Advertise in boosters for teams

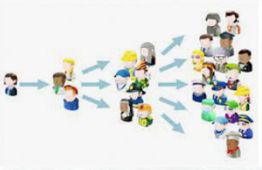







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### Promoting Yourself

- Think of every new patient as an opportunity to showcase your talents
  - The word of mouth referral is not dead
  - If I don't get one new referral from every new patient, I have failed
  - People will shout your name from rooftops to their friends and family if they like you









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### Promoting Yourself

- Join your local state associations/divisions and go to meetings
  - Your colleagues may become referral sources
- APMA
- ACFAS
- ADA
- State Podiatry Boards

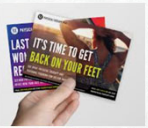







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### Promoting Yourself

- Send postcards to people in your geographic area
  - Mailers can cast a large net to let people know you are open
- Collect emails from patients into your EMR
  - Send birthday emails, call back campaigns and holiday messaging with the click of a button



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### Promoting Yourself

- Create a website that is user friendly
  - Backlink it to all the insurance panels you are credentialed with
  - Make sure your site has an easy call to action
  - Click to launch directions to your location






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### So now what??

- Having a Facebook and Instagram page alone will not make you a "Google expert" in Podiatry
- In order to land in the coveted top spot of a Google search, everything has to be connected
- Google is smart. Very smart. Smart enough to know whose content is the most shared, most engaged with and who is actually real and who is not
- Reviews matter. A LOT!

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### Promoting Yourself

- 59% of patients say online reviews affect their decision when choosing a provider\*
- 64.5% of providers have patients who say they've read their reviews\*
- Reputation matters. In order to stay competitive in healthcare, you are what they say about you.
- All you have to do is ask. Closing the feedback loop encourages patients to play an active part in their care.

\* <http://www.softsmartrisk.com/resources-how-patients-use-online-reviews>

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### Promoting Yourself AND Lowering Risk

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### 10 Don't Let Patients Record Encounters

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### 9 Being "Friends" with Your Patients

*"I don't know which doctor to choose. One has more friends on Facebook, but the other one just retweeted my message."*

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### 8 Giving Specific Medical Advice to Patients

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**7**

### Posting Unprofessional Behavior on Social Media

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**6**

### Posting Unprofessional Statements on Social Media





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**5**

### Not Revealing Conflicts of Interest on Social Media





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**4**

### Failing to Separate Your Personal and Professional Lives







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### Violating Your Employers' Policies on Social Media




- All UTHealth students and employees must follow HOOP 219: Use of Social Media.
- All students and patients featured in university-sponsored social media must fill out university media consent forms. A notice of photography must be posted at any event or gathering where photography or video recording will take place.


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### Be Careful with Patient Testimonials

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 **Violating Patient's Privacy**





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**Some Guidelines**

- Develop a clear social media policy in your employee handbook
- Train your staff annually
- Give examples

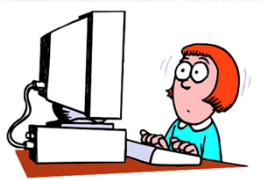
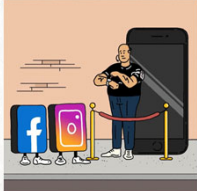


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**Some Guidelines**

- Separate personal and professional accounts



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**Key Takeaways**

- Promoting yourself while mitigating risk
- Using social media responsibly
- Protecting your patient's privacy comes first

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**Questions?**

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