

Blog Post

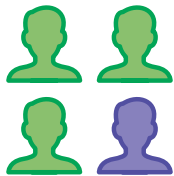
10 Marketing Strategies to Increase Patient Volume

November 4, 2021

As a healthcare provider, it is easy to get caught up in the day-to-day running of your business, rather than dialing in on the necessary marketing strategies to grow your practice. As a result, many healthcare organizations miss out on the substantial opportunity to attract new patients and reengage patients through leveraged, earned, and paid channels. From patient referrals to email drip campaigns, here are ten key marketing strategies to increase patient volume and grow your practice.

How to Increase Patient Volume

Patient volume is the key to sustained growth, impacting your revenue, marketing reach, and reputation. With the right patient growth strategy in place, you can quickly drive new patients to your door. Here are 10 strategies to increase your patient volume.



In 2021, 3 out of 4 people searched online to find out about a doctor, a dentist, or medical care.

1. Invest in a Clean, Modern Website

A poorly designed website can quickly undermine your efforts to drive conversions. Even if your business has great social media presence, email drip campaigns, or Google Ads strategy in place, a website with poor user experience, no clear user journey, and minimal calls-to-action can quickly lead your potential patient to lose interest.

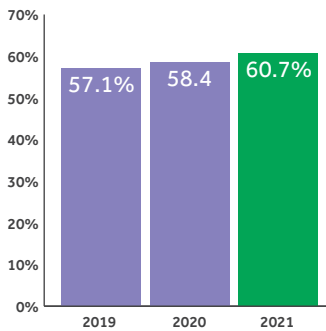
To attract your desired patients, take the opportunity to invest in a new website or conduct an audit and optimization of your current website, including but not limited to: website design, navigation, user journey, location pages, on-page SEO, content, and links. These actions will go a long way in improving your Search Engine Results Page (SERP) ranking, traffic, and conversion.

2. Setup Google My Business

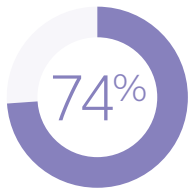
In 2021, [3 out of 4 people](#) searched online to find out about a doctor, a dentist, or medical care. Don't miss out on the opportunity for your leads to contact you when they search for your business. Google My Business gives you exposure on the world's most popular search engine—and it costs nothing. To boost patient foot traffic, display important information about your business, including your location, opening and closing times, contact details, and a link to your website or specific location page. You may also choose to post a link to articles or relevant news, which can be coordinated with your larger social media strategy.

3. SEO-Optimize All Website Content

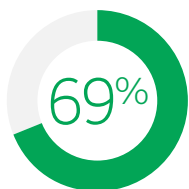
Good content in the wrong format can destroy your content strategy. When drafting content to publish, it is important to check if your content complies with all on-page SEO factors to give your content a boost. Factors to consider include, but are not limited to, optimizing your target keywords, page title and meta description, header structure, internal links, and backlinks.



Consumers who research their question online before they see a professional.



Patients who consider online reviews very important or extremely important.



Patients who will not consider a healthcare provider with an average rating lower than 4 out of 5 stars.

4. Demonstrate Thought Leadership Through a Blog

Consumers are accustomed to researching their question online before they immediately see a professional. In 2021, [60.7 percent of patients](#) said they seek information online sometimes or often, up from 58.4 percent in 2020 and 57.1 percent in 2019.

Stay top-of-mind by regularly posting SEO-optimized, long-form blog posts on subjects appealing to your target audience. To start, you may consider conducting a Content Audit of all preexisting content, as well as developing a Content Calendar that syndicates content across your blog, email, and social media channels.

5. Create a Monthly Patient Newsletter

Helping patients feel valued and respected is incredibly important to the success of your practice. If you are not consistently sharing relevant and valuable information with your network of patients, prospects, and subscribers, you are missing out on the valuable opportunity to stay connected to your patients between visits. Patient newsletters build stronger patient and doctor relationships by strengthening trust, reducing attrition, improving outcomes, and increasing visits. The right email outreach campaign, filled with personalized, relevant content, new service offerings, and clear calls-to-action, will help your practice drive traffic to your website and increase conversions.

6. Set Up Recall Campaigns to Drive Conversions

Keeping your current patients is less expensive than attracting new ones. To reactivate patients that are due, slightly overdue, or past due for their next appointment, set up personalized recall campaigns using multiple methods of communication: phone, email, text, and direct mail. Recall campaigns encourage not only encourage long-term customer retention, but also support patients in adhering to their doctor's recommendations to maintain good health.

Since people typically require between six to eight prompts before they act, set up a personalized series of communications across multiple mediums. These communications should add value without adding stress, meaning they should be brief, customized, and engaging with a clear call-to-action. As with all healthcare marketing strategies, recall campaigns should also consider [HIPAA guidelines](#).

7. Encourage Positive Reviews to Boost Your Reputation

According to Patient Pop's Patient Perspective Survey Report, reviews are the most influential online resource for patients. In 2021, [74% of patients](#) considered online reviews very important or extremely important. Furthermore, [69 percent of patients](#) say they will not consider a healthcare provider with an average star rating lower than 4.0 out of 5.

Considering this, make the effort to closely monitor your online presence to improve your reputation. If your practice has negative reviews or complaints, create a process to respond to all online postings and analyze performance trends in the feedback you collect. You can also encourage your patients to share their favorable experience by posting a sign at check-out, sending a follow-up thank you email, or mentioning your review platforms in person.

It is important to note that review sites like Yelp prohibit businesses from directly asking customers for reviews. To avoid violating Yelp's terms of service, we recommend placing a Yelp badge on your website, sharing your favorite Yelp reviews on social media, or asking your customer to check in to your business. These small steps can go a long way in driving new positive reviews and boosting patient foot traffic.

8. Build a Patient Referral Program

A patient referral program utilizes your existing patient base to market to new patients. This marketing strategy leverages the power of word of mouth recommendations by providing existing patients with the opportunity to refer newly scheduled patients. Done right, patient referrals can lead to a continuous stream of new patients into your practice.

While your best chance to secure a referral is during face-to-face interaction with a patient, the most

effective referral programs have a formal strategy, which is written down and shared with employees to ensure alignment and consistency. Whether you choose to inform patients at checkout, mail referral cards, or feature the referral program in a monthly patient newsletter, it is important to define how you will request referrals, advertise your referral program, measure your referral program, and monitor your referral program for optimal results.

It is important to note that healthcare providers cannot offer gifts, discounts or anything of value as compensation or inducement for patient referrals. To keep the spirit of giving alive without breaking guidelines surrounding referral or loyalty programs, offer direct prizes to patients for accomplishing certain milestones or for making their appointment on time.



9. Leverage Social Media

Social media is an organic channel with relatively low costs and large benefits for healthcare businesses. Perhaps the biggest benefit of social media in healthcare is the ability to share information, whether it be to promote health behaviors or and educate and interact with patients and colleagues. Examples of effective social media use include publishing educational content, using inspirational content to motivate your followers, posting infographics, taking patients behind-the-scenes, and publishing patient shout-outs. As with email campaigns, it is important to ensure that all social media content is HIPAA compliant.

10. Optimize Presence and Mix of Paid Channels

If you still need or want additional new patient foot traffic after optimizing the strategies listed above, you may need to consider paid advertising channels to add to the marketing mix. These channels include Google AdWords, social media ads, or more traditional options such as direct mail, print ads or broadcast media.

As with your organic or unpaid marketing programs, it is also important to track activity as granularly as possible to optimize performance and ROI. This is commonly referred to attribution tracking which, if set-up properly, can measure performance to the campaign and keyword level. You will also want to match your attribution data to patient records to measure actual cost per acquisition and lifetime value for each of your marketing programs. With this information, you can make informed adjustments to your advertising mix and get maximum value for dollars spent.

How SCALE Marketing Can Help You Increase New Patient Foot Traffic

Scale Marketing provides the specialized strategic, creative and technical expertise and resources to help healthcare provider platforms boost their patient volume. Our unbiased suite of marketing solutions was developed in response to the prevailing gap in strategic marketing services in the industry.

We follow a standardized analysis to qualify and measure all areas of your brand and patient lifecycle, from market awareness to patient acquisition, to retention and lifetime value. Regardless of whether you engage us for consulting or fully managed services, we offer the same level of dedication, transparency, and execution support to help your business succeed.

SCALE+
healthcare marketing

Let's Continue the Conversation

SCALE prides itself in developing customized solutions for its clients and helping healthcare organizations grow and thrive in a challenging marketplace. Now, we are ready to help you. We look forward to sharing examples of how we have helped our clients and invite you to schedule a 1-on-1 complimentary practice management consultation with us.

Contact Cedric Tuck-Sherman at ctucksherman@scale-healthcare.com, or +1 (310) 648-0096 to continue the conversation.