

1. Record Nr.	UNINA9910813748303321
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Titolo	Little book of healthcare marketing : helping clinics and practitioners build brand and a thriving practice / / Drew Stevens
Pubbl/distr/stampa	New York, NY : , : Momentum Press, , [2016] ©2016
ISBN	1-60650-940-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiv, 76 pages) : illustrations
Collana	Practice management collection
Disciplina	362.10688
Soggetti	Medical care - Marketing Medical offices - Personnel management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Marketing foundations: relationship -- 2. Creating value and differentiation -- 3. The importance of target marketing -- 4. Learning to articulate value with a proper message -- 5. Integrated marketing: conveying the message -- 6. Patient loyalty for referrals -- 7. Patient review sites and the benefits of reputation management -- 8. Websites and social media for doctors and staff -- 9. Using staff as marketing avatars -- 10. Thoughts on portals -- Index.
Sommario/riassunto	Medical marketing is something not thought of by physicians. The notion is that referrals will come from insurance companies, so there is no need to worry about patient flow. Yet, our contemporary world with its prevalence of the Internet especially with websites and review sites places too much control in the hands of the patient. With this in mind, patients have choices and no longer use insurance companies for referrals--they use other patients. Your role as a practitioner is changed and so is your staff. The ideology today is that you are all in the relationship business. When you develop more relationships, you allow these new individuals to your "marketing" world. Today's doctors must create a community and a strong one. The larger the community, the stronger the brand. If you want to build or maintain a thriving practice, then this book will provide you the tools and techniques to become a brand, manifest a community, and instantly attract others to you.

