

practicepromotions™

2024 ROAD MAP TO NEW PATIENTS

- INCREASE YOUR PRACTICE'S GOOGLE RANK
- CONVERT MORE PATIENTS FROM YOUR WEBSITE
- GET PAST PATIENTS BEGGING TO COME BACK

AS RECOMMENDED BY: BREAKTHROUGH CallHero

2024 ROAD MAP TO NEW PATIENTS

STEP 1 GOALS

DO YOU WANT MORE PROFIT AND FREEDOM IN YOUR PRACTICE IN 2024?

Then you need the right roadmap. A good roadmap has 3 parts:

1. **GOALS** — Your destination. Where you want to go.
2. **STRATEGY** — How you get to your destination. You want to take the highway? Invest in a race car? Take only toll-free roads? You choose.
3. **TACTICS** — The actual turns, stops, and roads you take to get there.

First, let's focus on your goals. A goal is your destination, or the place you want to get to (*example*: "I want to increase my monthly patient visits from 500 to 750 by June 2024").

WHAT IS YOUR GOAL FOR **MONTHLY PATIENT VISITS** IN 2024?

	WHAT YOUR MONTHLY PATIENT VISITS ARE NOW		**WHAT YOUR MONTHLY PATIENTS SHOULD BE**
	CURRENT GAP IN PATIENT VISITS		**AVERAGE VALUE PER PATIENT VISIT**

ESTIMATED REVENUE LOSS PER MONTH

[Gap in Patient Visits] X [Average Value per Visit]

NEXT, FILL IN YOUR STRATEGY + PLAN SOME SPECIFIC ACTIONS TO TAKE OR DELEGATE! ***INSIDE*** →

STEP 2

STRATEGY

SET YOUR STRATEGY, OR AREA OF FOCUS

In other words, what area of your business will you focus on to achieve your goal? Look back at our 5-step strategy if you still need ideas. *Example:* Increase your online presence would be a good strategy if you want more NEW patients.

WHAT IS YOUR TARGET NUMBER OF **PATIENT VISITS?**

WHAT IS THE GAP BETWEEN WHERE YOU ARE NOW AND WHERE YOU SHOULD BE?

WHAT IS YOUR **STRATEGY** TO BRIDGE THAT GAP AND REDUCE YOUR REVENUE LOSS?



Practice Promotions has helped me grow our business significantly—I even had to slow down my marketing with them as **we were over-run with patients.** I highly recommend using Practice Promotions' monthly newsletter and Google Ad campaigns.



TREVOR M.

Owner, Preferred Physical Therapy

STEP 3

TACTICS

DECIDE ON KEY TACTICS, OR ACTIONS

"Tactics" are just actions you'll take to achieve your goals. It's the actual turns, stops, and roads you take to get to your destination.

MY MONTHLY PATIENT VISIT GOAL:	
CURRENT GAP IN PATIENT VISITS:	
CURRENT MONTHLY REVENUE LOSS:	

CIRCLE THE MARKETING TACTICS THAT YOU NEED TO TAKE ACTION ON IN 2024!

Get Past Patients Back



SEO OPTIMIZATION
Invest in Search Engine Optimization services to increase your Google rank



BLOG POSTING
Write keyword-rich blogs so you rank on the Top 3 of Google



GOOGLE ADS
Invest in Google Ads so you skyrocket to the top of Google



LOCAL LISTINGS
Make sure your local listings are updated

Convert More Patients From Website



APPOINTMENT BUTTONS
Add brightly-colored "Request Appointment" buttons to your website



APPOINTMENT FORMS
Make sure the buttons lead to forms that get sent to your front desk



MOBILE OPTIMIZATION
Ensure your website is optimized for mobile devices



PATIENT-CENTRIC WEBSITE
Update your website design + copy to be patient-centric

Increase Online Presence



EMAIL PAST PATIENTS
Email past patients and incentivize them to come back in for care



PATIENT NEWSLETTERS
Invest in monthly direct mail newsletters that past patients CAN'T ignore



DIRECT MAIL POSTCARDS
Send postcards to past patients to remind them to use their End-Of-Year Insurance Deductibles!



REFERRAL PROGRAM
Start a patient referral program

ALL THESE TACTICS ARE INCLUDED IN PRACTICE PROMOTIONS MARKETING PLANS!

Ready To Start Your Road Trip To MORE New Patients? **GET YOUR *FREE* KIT!** **PracticePromotions.Net/Kit**



2024 ROAD MAP

TO **NEW PATIENTS**

Once you've set your goal, you need a strategy to achieve that goal. A "strategy" is just an area to focus on. It's "how" you get to your destination. *Example*—if you want to grow your new patients, one strategy would be to improve your website, so more web visitors convert to patients.

This is our 5-step Roadmap to New Patients, which 1400+ clinic locations are using to GROW their new patients. *Steal it, if you'd like!*

Ready To Start Your Road Trip To MORE New Patients? **Get Your *FREE* Kit!**

PracticePromotions.Net/Kit

1 BUILD A MASSIVE ONLINE PRESENCE

FIRST, create a broad online presence so you can be easily found. Complete your Google Business profile and set up your practice website with good SEO practices and blogging.

2 MAXIMIZE ONLINE DISCOVERY

NEXT use paid ads to supercharge the amount of people finding you with paid ads and increase how many local listings you appear on with Local SEO.

3 BUILD TRUST

ONCE people find you, connect with their problem then build trust in your expertise with testimonials from patients like them. Excite and educate them while removing doubt or fear to encourage appointments.

4 CONVERT PATIENTS

THEN people are ready, call them to *action!* Use clear language like "book appointment" and give them the option to call or use a form. Ensure you know where calls and leads come from so you can invest wisely.

5 LEVERAGE PATIENT REACTIVATIONS + REFERRALS

DEVELOP loyalty with patients during and after care. Ensure a stellar clinic experience and stay top-of-mind consistently after care. Request reviews from patients happy with their care.

FINALLY use newsletters, email campaigns, and other tools to encourage past patients to refer others and return for future care.

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Claim Your **2024 Practice Marketing Sample Kit**



- 3 *Great* **Practice Website Case Studies**
- 2 *Powerful* **Marketing Books**
- *Real* **Newsletter + Print Material** Samples
- ***BONUS!*** 12-Month Subscription to the **Practice Marketing Newsletter**



PracticePromotions.Net/Kit

SCAN THE CODE to Get Your ***FREE*** Kit!

