

Attracting New Patients Using the Internet.

Tap into the power of the Internet and patient referrals.

Increase Practice Exposure to New Patients

Broadening your patient base involves a thoughtful balance between internal and external marketing tactics. This module combines marketing deliverables with onsite consulting designed to enhance new patient access to and interest in your practice.

Leveraging the power of the internet, you will implement a sophisticated, targeted online marketing program designed to reach new patients through local searches as well as to build your online reputation. Then, the onsite consulting visit will guide you to implement strategies within your practice to encourage and optimize effective referrals and endorsements from your existing patients.

Learn and Implement

Mercer Advisors works directly with you and your team, to:

- Create succinct internal and external marketing plans for attracting new and 'ideal' patients
- Implement a sophisticated, targeted online marketing program. The first year online marketing services[†] include:
 - An internet microsite designed specifically to promote your practice and convert website visitors into new patients
 - Local search engine optimization of the website to ensure priority placement of your search results
 - An effective online reputation-building campaign to gather and publish positive patient reviews and feedback
 - Monthly reporting to monitor program success
- Develop and optimize a custom Facebook Fan page for your practice; learn techniques to maintain and promote your practice organically from your Facebook page through regular updates
- Implement internal marketing strategies to foster patient relationships and ensure each new patient becomes a long-term patient

The **Enhancement**

Series consulting modules address various topics focused on further developing your practice in order to reach your goals.

§ Attracting New Patients Using the Internet

Growing Your Hygiene Department by Enhancing Periodontal Care

Integrating a New Associate Successfully

Format: 2-day onsite consulting module plus first year of online services[†]

Our Comprehensive Approach

Prior to the onsite visit, your Mercer Advisors Certified Practice Analyst will conduct a clarification call with you. The analyst will also meet with our third-party internet marketer to finalize plans for your internet services package. For our 360° Planning® clients, the analyst also meets with your practice consultant to review practice progress and challenge areas from the consultant's point of view.

The analyst will spend two consecutive days at your practice, reviewing with you and your team the internet marketing services package, its implementation and maintenance. Then together, you will develop and incorporate internal referral best practices proven to increase new patient flow.

The analyst begins by observing the practice in motion and assessing current systems, then meets one-on-one with the doctor and associate to clarify established goals and objectives for the visit. The balance of the visit is spent introducing strategies, conducting training, facilitating discussions and feedback sessions, all the while providing hands-on group and individual coaching.

The visit concludes with training on methods for tracking your strategy effectiveness through the measurement of behaviors. The training also covers best practices for analyzing this data to determine if any course-correction is needed in order to achieve your vision.

Your Expert Tool Box

To assist you in effecting positive and meaningful change within your practice, you will receive the following customized support tools, designed specifically to reinforce your implementation of a successful and satisfying growth initiative:

- A written vision for success to drive the strategies introduced, build team alignment and gain consensus
- Strategy workbooks, step-by-step guides and sample language scripts for reference as you implement your new strategies
- A detailed Implementation Report of the visit, which includes a summary of actions taken and decisions made, a recap of the onsite visit and future recommendations for achieving your vision
- Two follow-up consulting calls* to support the strategies learned and the coaching received during the onsite visit

**Online services provided by an outside marketing firm. Second year services quoted separately.*

**Mercer Advisors 360° Planning clients receive on-going coaching as part of their web-based sessions with their Practice Consultant.*

Attract New Patients with a Comprehensive Marketing Plan

Take a customized online approach to marketing your practice, designed to augment your productivity by attracting new patients to your practice, boosting strong referral rates and fostering long-term patient retention.