

Influx Marketing Presents

Marketing Your Medical Practice During the COVID-19 Disruption

The Practice Survival Playbook



Managing Your Medical Practice During the COVID-19 Disruption

The following is a summary of the recommendations we are making for private medical practices who are looking for advice on how to manage their communication strategy and limit the impact of COVID-19 on their businesses.

1) Send a clear message to your patient base.

Post your message on your website, social and email. If you are an Influx client, we are providing a custom pop up solution for your website.

Tips:

- If you are not an Influx client, we recommend you use a product such as [Justuno](#) or [ConvertFlow](#) to place a quick pop up on your website. Both have free plans.
- We recommend creating an Instagram story highlight and adding stories to keep patients updated with your status as things change. This will make it easy for patients to find your updates.
- Pin a post to the top of your Facebook page with your message. We also recommend updating your Facebook cover photo/banner with a big clear message about the status of your practice.

[Here is an example we did for a client](#)

2) Implement a telehealth solution

With recently [relaxed regulations around telemedicine and HIPAA](#) you no longer have to stress over which platform to use, but you'll want to make some quick decisions regarding how you're going to roll out video appointments and get the word out fast.

Tips:

- For iPhone/Mac users, FaceTime is a quick and easy way to go but it may not cover all your patients.
- Patients may still want to know that you are using a secure/compliant solution. We recommend [Zoom's healthcare product](#)
- Zoom also allows patients to send photos through the same secure interface while you're video conferencing.
- [Set up a telehealth page on your website](#) with a form or calendar link that allows patients to choose a time slot.
- Promote the fact that you are now offering video consults on email and social media.

3) Adjust your advertising strategy

If you are running ads on Google or Facebook, you don't necessarily have to cut back, however you may want to consider some pivots.

Tips:

- Run Google and Facebook ads that heavily feature the fact that you are now offering video consultations.
- You may want to consider shifting your budget to non-elective procedures. For plastic surgeons, this could include explantation of recalled implants.
- Elective procedures can still be marketed as many patients are sitting at home and now is a great time to plan for future surgeries. Fill up your pipeline as many virtual consults as you can and line up your surgeries for when it is safe to return to practice.

4) Consider a prepaid gift card promotion for non-surgical services.

Some of our practices are offering additional account credit when patients purchase prepaid gift cards for non-surgical services. For example, purchase a \$500 gift card and receive an additional \$100 in credit.

Tips:

- Set up a page on your site so that patients can purchase gift cards from your website on a self-serve basis
- We recommend that you use [Stripe](#) for payment processing.
- If you already have a Paypal account, this will work as well.
- If you already sell products through a Shopify site, you can sell gift cards through the same site without having to add additional payment processing capability.

Last December we ran a promotion like this for a Medspa client of ours and sold over \$70,000 in prepaid gift cards within a few weeks.

5) Set up a method for patients to communicate with your practice through SMS.

There are several web chat platforms that allow patients to begin a conversation on your website and continue that conversation on text. Implementing such a solution can significantly increase your capacity to communicate with patients and prospective patients during this time.

Tips:

- We highly recommend [Swell](#)
- We are a Swell agency partner and they are currently offering our clients 6 months free, in light of current events. This is a great value.
- Swell also offers an excellent review management product.

6) Use this time to get ahead and prepare for your reemergence

The practices that get back to full strength quickest will be those that used this downtime wisely. This is the time to bolster your marketing efforts and check previously neglected items off your to-do list.

Tips:

- Update or upgrade your website.
- Use this time to create content for services you provide that aren't featured on your site.
- Create videos for social media that can also be used in your ads.
- Get active on social media. Winning on social media requires a big investment of your time. This is a rare moment in which you may have time on your hands and your target audience is captive. Use this chance to connect with them!

We hope you have found this information useful.

[For more info, read our blog post on marketing during COVID](#)

Please feel free to contact us if you need any help or even just want to ask a quick question. We'd be happy to provide some guidance.

Stay healthy and safe.