



# RWS

rooms | staff | marketing | practice

# Marketing for doctors

RACS

# What does marketing mean for doctors?



Professional relationships built on trust and dependability that will last for your time in private practice

## Marketing is perception not reality



Patients and GPs will choose mostly on perception

## Marketing to GPs/referrers – Why do GPs tell me they refer?





- ✓ You are an advocate for their patients
- ✓ You make them feel safe
- ✓ You are not risky
- ✓ You make them feel an equal  
(*"Not just a GP" billboard*)
- ✓ They feel a connection with you
- ✓ You help them (eg answer their calls, provide education, show concern for their welfare)

***A clinical reason is never mentioned first when they say why they refer***

## Let's read between the lines

## The reasons

## What it really means

Advocate

I know my patient is okay and I won't get grief

Safe

I can show my underbelly and say I don't know

Not risky

I won't get sued

Equal

I feel respected

Connection

I will buy on emotion and justify with logic

Help

I feel listened to and when I call you will prioritise me



# How to build meaningful connections with referrers



1

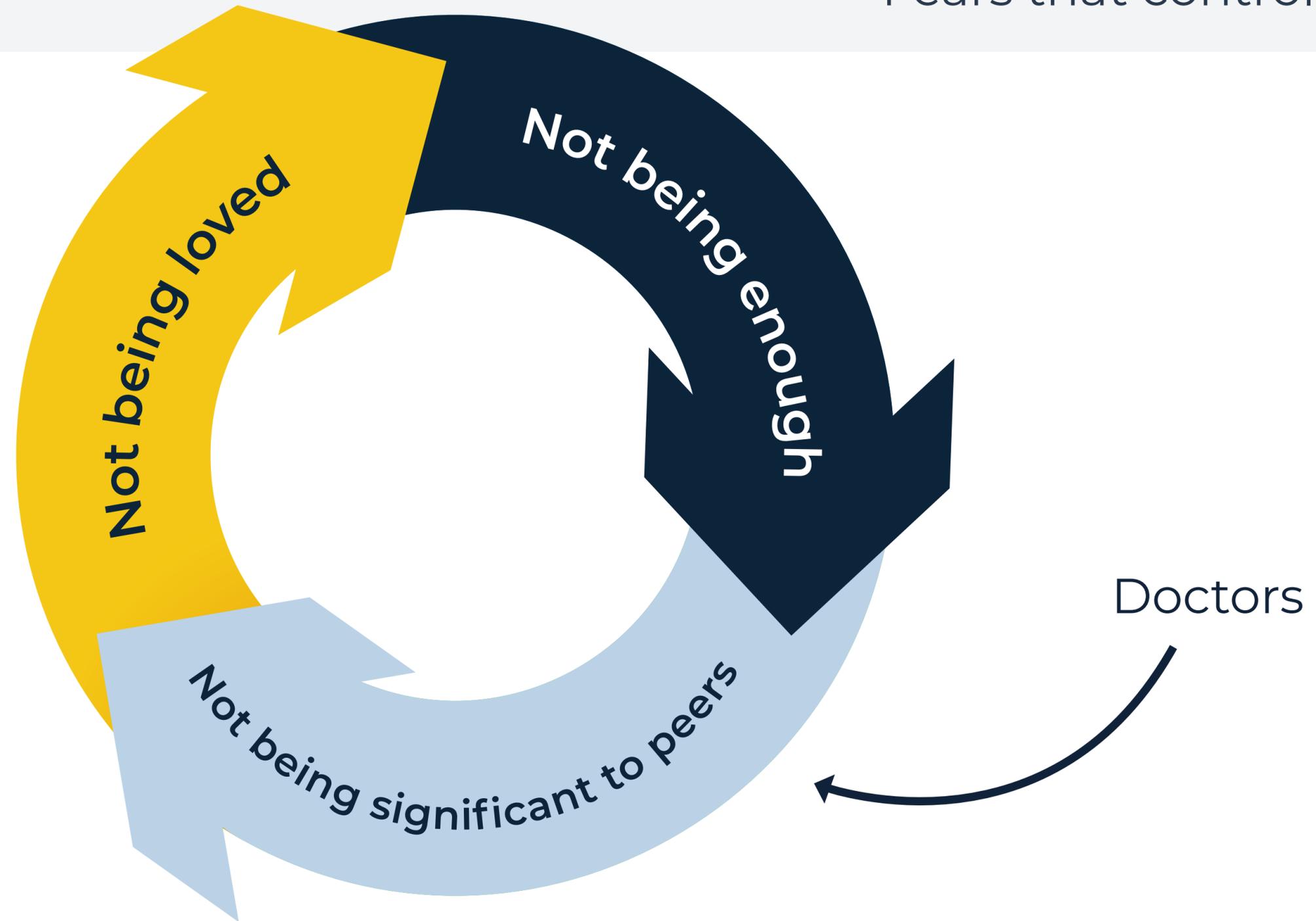
EMOTION

2

LOGIC



People buy on emotion and justify with logic



## The referral funnel

*How to:*

- ✓ Meet your referrers' exact needs
- ✓ Tap into their emotions



CONDITIONS THEY SEE ALL THE TIME



CONDITIONS THEY RARELY SEE

Focus on what they need – not what you need

# Be bespoke in order to create long lasting referral relationships

## PodMD Podcast

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1. Open your smart phone's camera
2. Point at the QR code
3. A pop-up should appear
4. Click through
5. Press play





### CPD Education Session:



CPD Activity  
**3** POINTS

2020  
22

**LOCATION:**  
The Education Session  
100 Specialist Street,  
Cnr Education Lane

**DATE & TIME:**  
Wednesday 13<sup>th</sup> July 2022  
6:30pm - 9:00pm AEST

This educational session is aimed at GPs & physiotherapists who wish to develop their clinical skills for assessment and treatment of hip and knee pain. The event is free of charge and canapes are provided. We welcome you to join us!

**Speakers:**



**SPEAKER 1**



**SPEAKER 2**



**SPEAKER 3**

This educational session is aimed at GPs & physiotherapists who wish to develop their clinical skills for assessment and treatment of hip and knee pain. The event is free of charge and canapes are provided.

Register your interest:

Please scan the QR code to register your interest in this event.



## Athina Ankle

FOOT & ANKLE SPECIALIST





CPD Activity  
**3** POINTS

2020  
22

**RWS SPECIALIST**  
Specialist Surgeon  
MBBS

### CPD Event INVITATION

DATE Add date here  
TIME Add time here

This session will be worth X CPD points

Details to come here... Lacerro tem il il etur. Iquat lam nistrum et ad ulla sus est dolor arum volorio sandignis minvenem re nos aut facedes quiatur apit eariasperia si volorro cum re, quantis quibus et laut hiliant aliaeseditas net int aliciendae nonsequo doluptassum erum quibusdae perum que vendeleseri ium fugitatur maximenis et moloribeate omnihicilis.

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**SECURE YOUR SPOT:**  
Come along to learn more about XXX...  
To secure your spot in this webinar, please RSVP by scanning the QR code.

*Specialist*

## Play the marketing odds



Sending out a mass letter

1/20

Private lunch with a GP

1/4

Known practice

1/3

How you start will influence how you finish



“ TELL THE MARKET WHO YOU ARE,  
OR THE MARKET WILL DECIDE ”



## Website

- Your website will mostly be for patients – use emotive language to meet their needs
- Bariatric  
eg – playing sport again for men, for women it was dealing with guilt because of the cost of the surgery. Reflect this in your text.

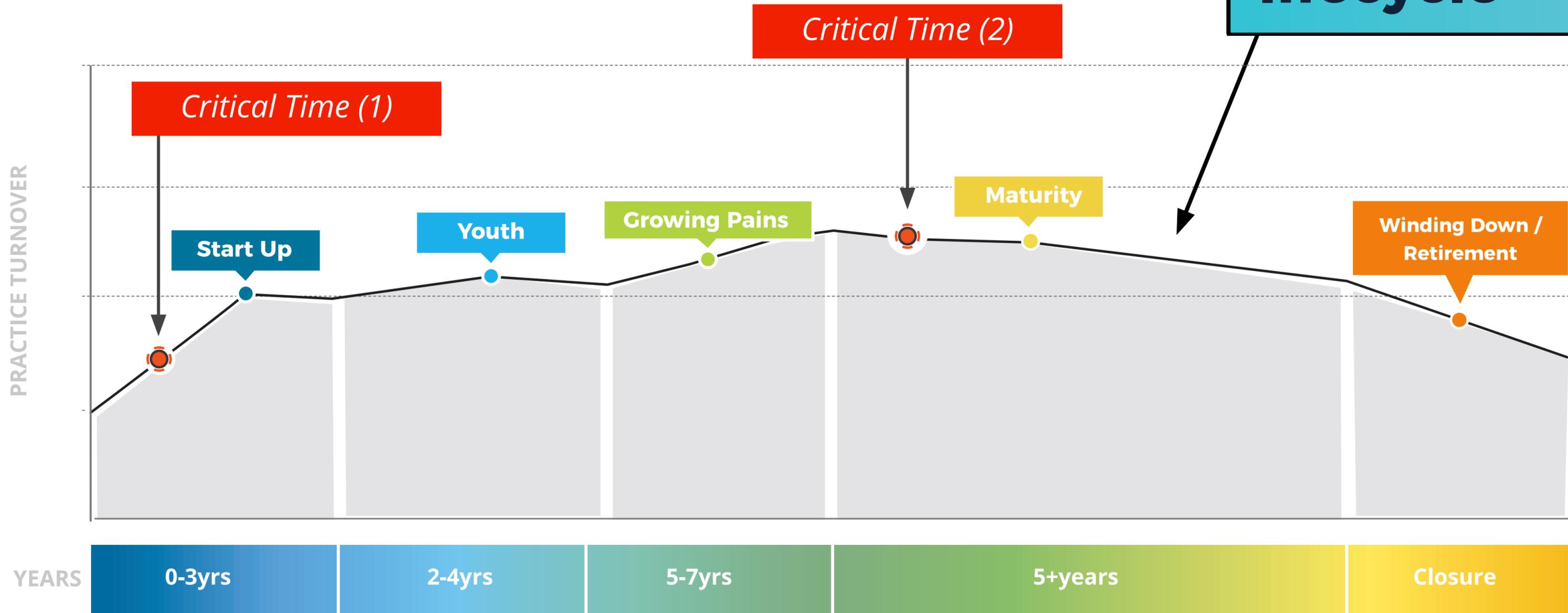


## Socials

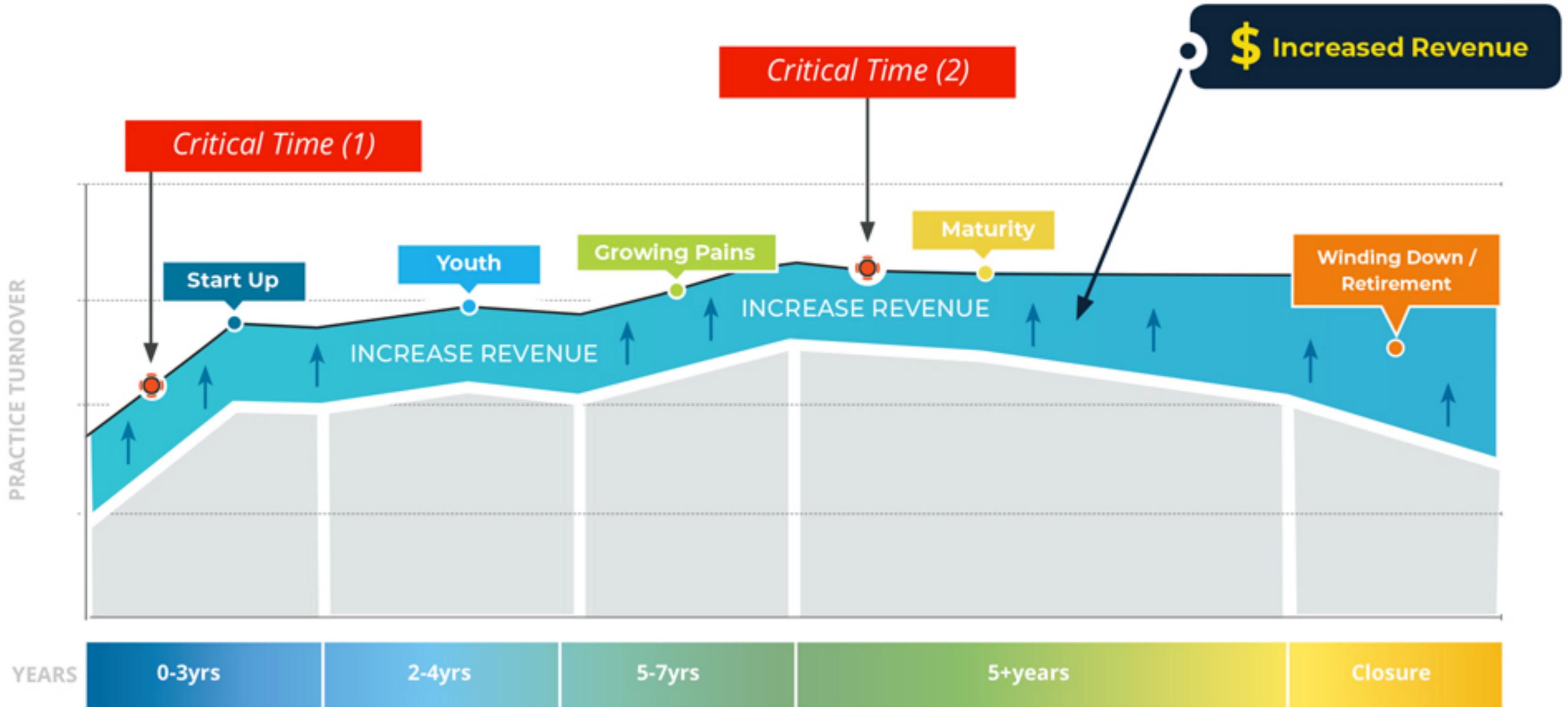
- Tread with caution
- Follow AHPRA guidelines
- See your insurer if a problem comes up
- Make posts meaningful or don't do it!

Devote time for marketing at all stages of your practice

**a typical practice lifecycle**



# What happens when you devote time to marketing



- Remember you are running a small business
- Never take your eye off the marketing ball!
  - Look after the referrers you have
  - Present yourself as a professional



RWS

THANK YOU  
FOR LISTENING