



RWS

rooms | staff | marketing | practice

Marketing for doctors

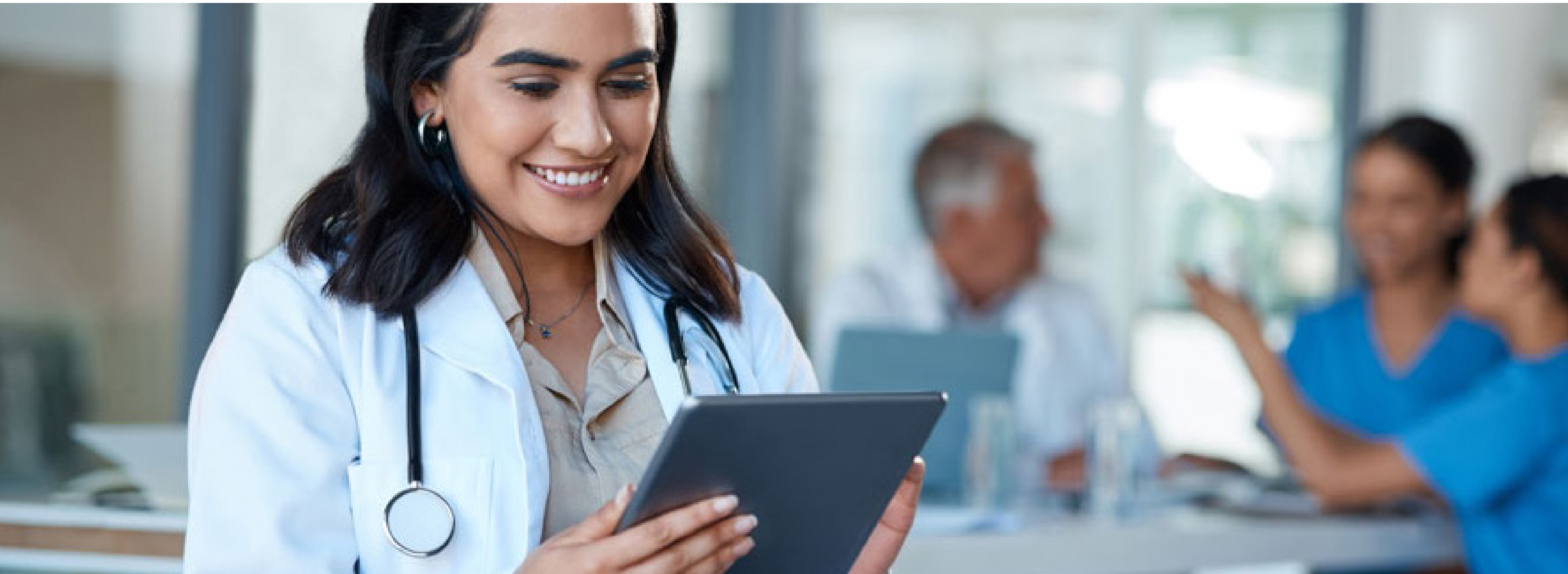
RACS

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



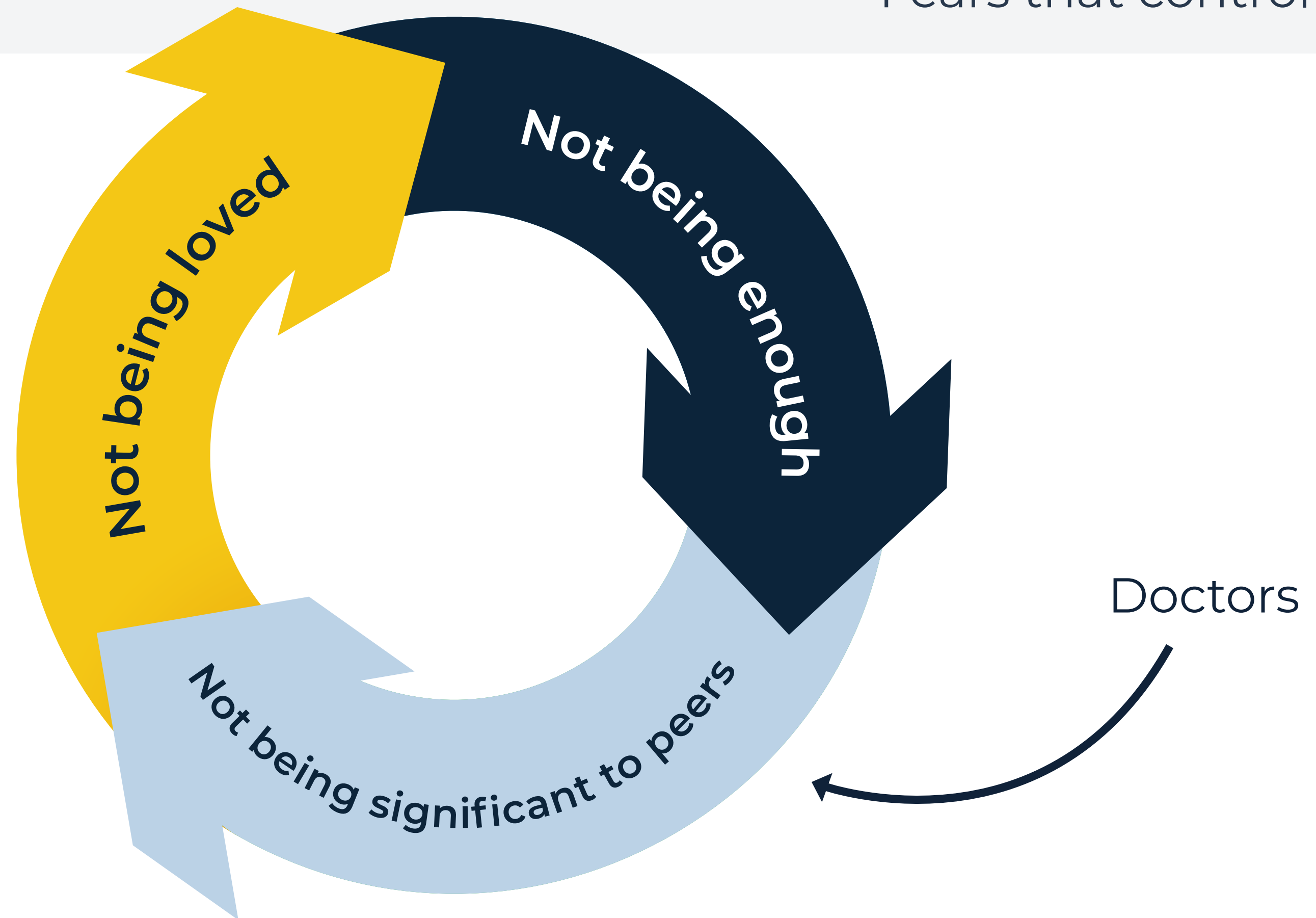
2

LOGIC



Royal Australasian
College of Surgeons

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

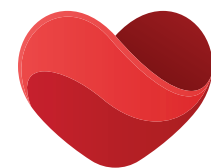
PodMD Podcast

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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



Dr.H.
Hartmar



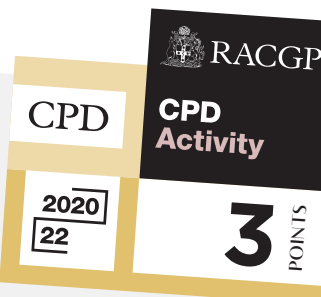
 dr brian breather

CPD Education Session:

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!

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

DATE & TIME:
Wednesday 13th July 2022
6:30pm – 9:00pm AEST



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



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 faceted 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

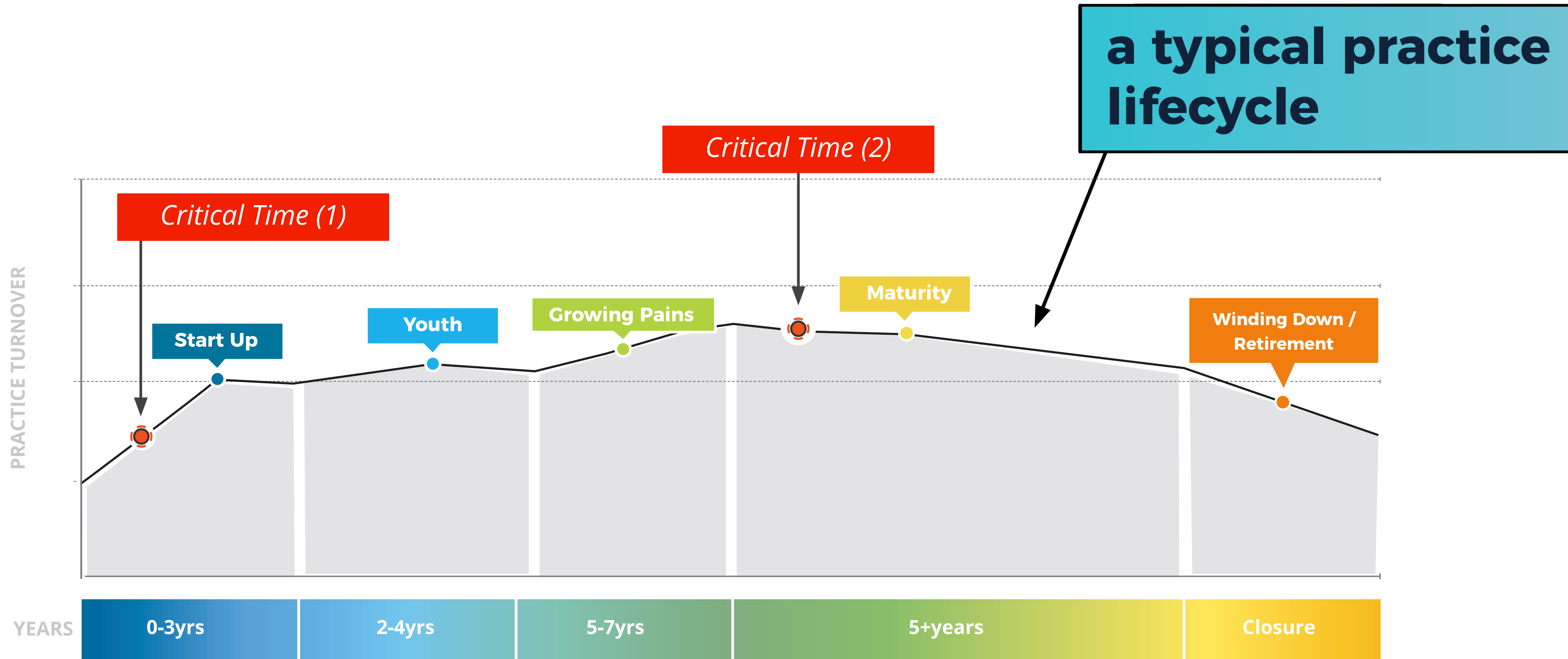
- Your website will mostly be for patients – use emotive language to meet their needs
- Bariatric
eg – playing sport again for men, for women it was dealing with guilt because of the cost of the surgery. Reflect this in your text.



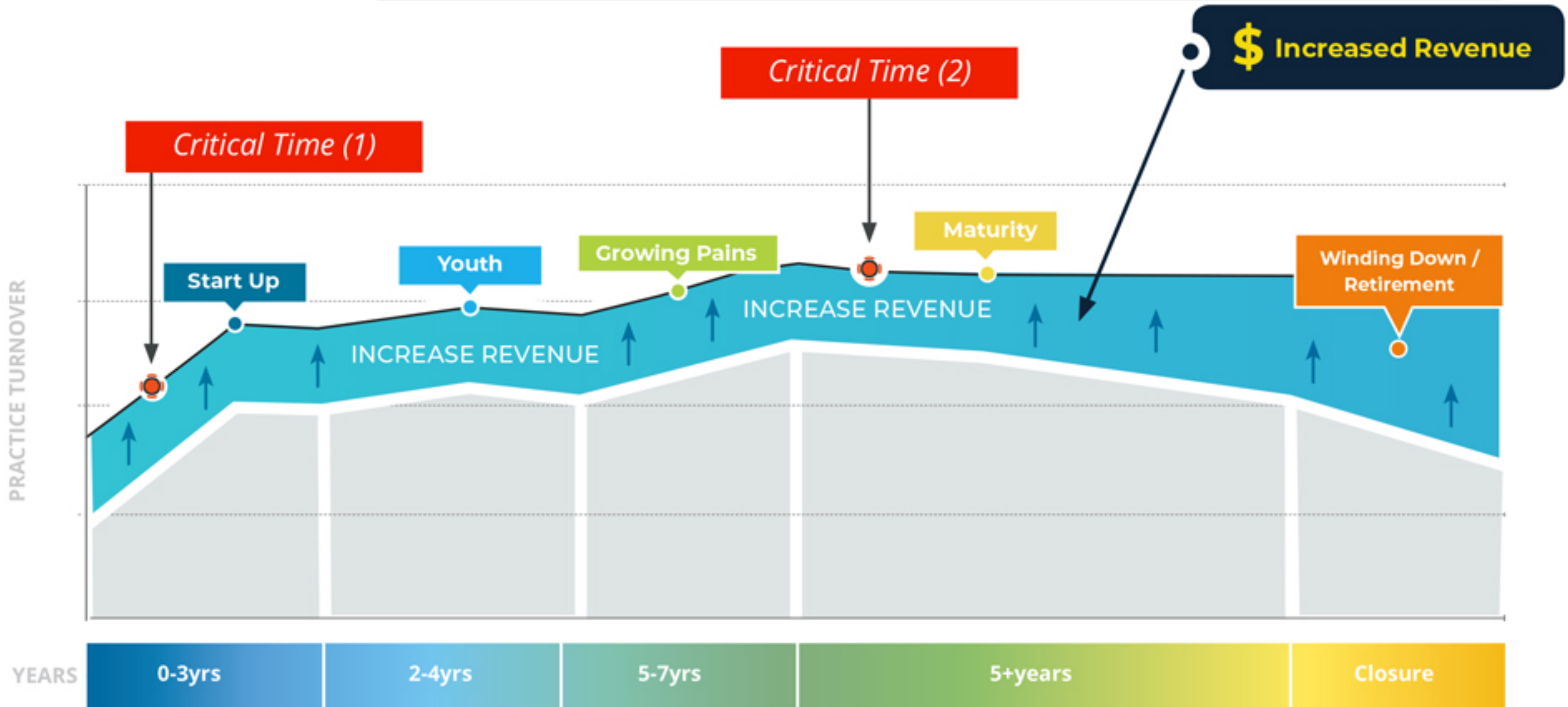
Socials

- 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



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