



COMPLIANCE ALERT[®]

Vital Signs © is sent to you by Peak Performance Physicians, LLC to assist you in the enhancement of your medical practice.

February 2015

PRACTICE GROWTH INITIATIVES

Practice Growth efforts can be simply organized under three areas of effort: increasing MD to MD referrals, developing a patient engagement system, and optimizing your online presence.

1. MD to MD referral development – The most important part of your plan. Begin with your referring physicians report. Print a report that sorts your referral sources by their charge volume rather than procedure count, reflecting the value of their referrals.

1. Quality referral data prioritizes your contacts. Make a schedule and keep it with you, including physician name, email and cell number.
2. **Plan** where you are going to find/meet your “top docs” (MD lounge, Med Staff mtg, etc.) or contact them by email/text.
3. Have Something to Say
 - a. 30 second “Elevator Speech” (Thanks for the referral of...)
 - b. Whom of their patients have you seen recently and how are they doing?
 - c. Call to action

2. Implement a Patient Engagement System – employ more than one of the four points of patient contact: Direct Mail/Phone/Email/Text

1. Patient Satisfaction Survey – 5-10 questions. Take action on the feedback.
2. Monthly Newsletter – Keep it simple. Feature your employees and community events (ex: fun runs) you support. Use color and include a picture. Utilize other sources for text content.
3. Other Thoughts:

“Advisors to the Best in Medicine”

- CORPORATE OFFICE -

909 Poydras St., Ste. 2600 • New Orleans, LA 70112 • (504) 281-2372 • Fax (504) 281-2576

Email: info@peakphys.com • www.peakphys.com

- a. Appointment Confirmation via text – by the front desk with a PC app
- b. Happy Birthday emails and/or texts
- c. Reminders (do's and dont's before appointment/procedure)
 - i. Annual Check-up reminders
- d. Post appointment surveys at check-out - can be done on an iPad after scheduling the next appointment. Keep it short.

4. Optimize your online presence -

1. SEO (Search Engine Optimization) – competition demands high search rankings
2. Reputation management – Monitor your reviews and ratings (Healthgrades, vitals.com, etc.)
3. Determine if a Pay-per-click (PPC) campaign is right for your practice – it can get expensive and you must keep it focused to calculate your return
 - a. **Optimize your site for Mobile.** 2014 Google statistics show 65% of all web searches took place from a mobile device (tablet/phone).
4. Social Media: Establish your presence on FB and twitter – you must be in this space. Encourage your patients to friend and follow.
5. Web Content: **No one is going to read a lot of text, but they will watch a 90 second video.**
 - a. Feature individual physicians. Create targeted messages to build their businesses
 - b. Videos of success stories/testimonials/speaking engagements – the web is visual
 - i. Ensure that your video has appropriate production quality.
 - ii. Link to your YouTube page
 - c. Use before and after pics when possible (obtain release).

**For further information regarding the
Development and Implementation of Practice Compliance and Integrity Programs,
please contact John W. McDaniel at 1.800.764.2633 ext. 1**

“Advisors to the Best in Medicine”

- CORPORATE OFFICE -
909 Poydras St., Ste. 2600 • New Orleans, LA 70112 • (504) 281-2372 • Fax (504) 281-2576
Email: info@peakphys.com • www.peakphys.com