Marketing made easy

When it comes to communicating with patients, what language do you use? Simon Hocken finds out

Investing in various marketing strategies is crucial to communicate a commitment to excellence, in order to reach prospective patients and reinforce relationships with current clients. However, one of the key reasons patients choose your practice is your direct communication – whether face-to-face, over the telephone or by email.

These days, many patients are more tentative in their spending; this is not to say that they will not invest in treatment, but they need to know that they are receiving a quality service that they value. In the midst of a credit crunch, nobody likes to entertain the notion that money is being spent unnecessarily. So how do you ensure that patients pick up on your professionalism and dedication?

Positive communication is not just about listening to patients and ascertaining their specific needs; nor is it just about being able to explain clearly and succinctly about what options are available. It makes your patients (and you!) feel better and it’s very attractive. Patients remember how you made them feel. If you made them feel good when they rang up to enquire, then they will choose to make their first appointment with you. If you then follow this up by making them feel good throughout their experience within the practice and afterwards, then they are very likely to continue to come back to you. The simplest (and most cost effective) marketing strategy there is!

Choosing your words and your tone and being “relentlessly positive” is infectious; it makes your patients (and you!) feel better and it’s very positive. Patients remember how you made them feel. If you made them feel good when they rang up to enquire, then they will choose to make their first appointment with you. If you then follow this up by making them feel good throughout their experience within the practice and afterwards, then they are very likely to continue to come back to you. The simplest (and most cost effective) marketing strategy there is!

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