

# BOOSTING YOUR BOTTOM LINE WITH THE RIGHT MARKETING TACTICS

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# LEVERAGE AND INCREASE POSITIVE ONLINE PATIENT REVIEWS

- Ask!
- Ask Again!
- Incentivize Your Staff
- Create A Culture Where Reviews Matter

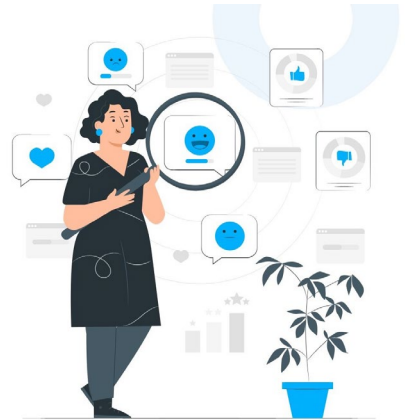


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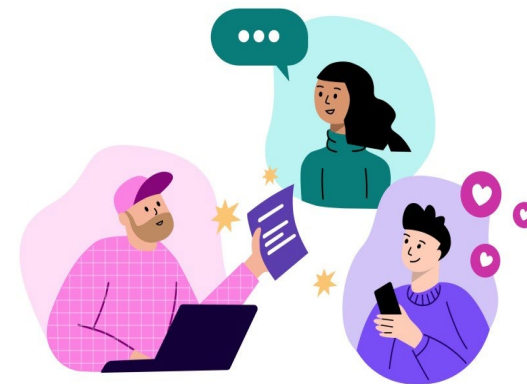
# AND RESOLVE NEGATIVE REVIEWS

- Don't Take It Personally
- Reach Out Directly
- Reply!
- HIPAA Considerations
- The Best Defense Is A Good Offense



# EFFECTIVE PATIENT ENGAGEMENT STRATEGIES

- Stay In Touch
- Social Media - Be Social
- Celebrate With Your Patients
- Build and Reward Patient Loyalty
- Care About What Your Patients Care About



# BUILD YOUR PRACTICE'S REPUTATION

- Be Visible In Your Community
- Focus On Branding
- Represent Your Brand (and make sure your team does too)
- Be Charitable
- Show, Don't Tell



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# INCREASE REVENUE

- Understand Your Business & Margins
- Curate Your Cases (at least in your marketing)
- Market For What You Want, Not What You Are
- Train Your Staff On Sales
- Time Vs. Money



# QUESTIONS OR COMMENTS?



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