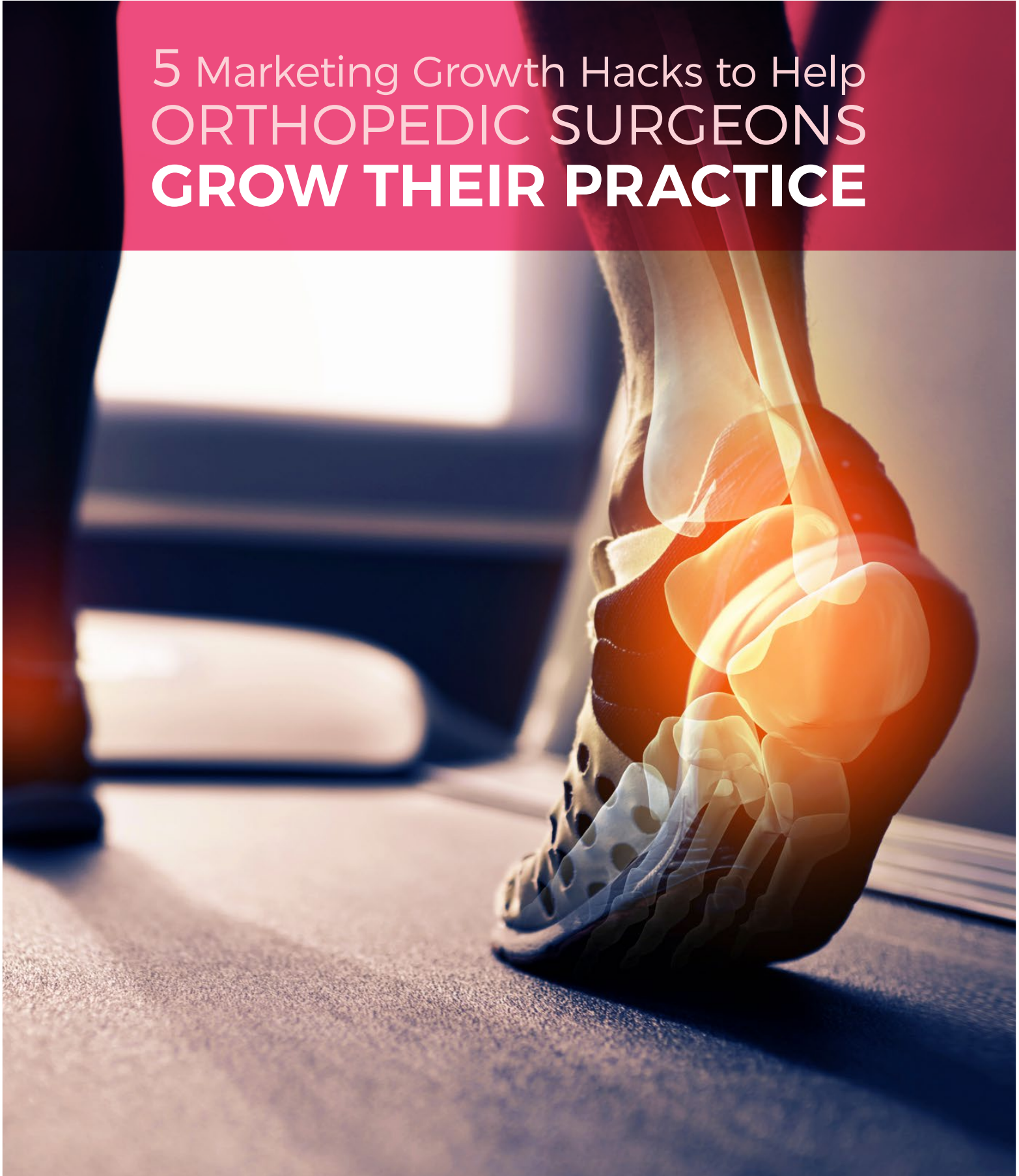


5 Marketing Growth Hacks to Help ORTHOPEDIC SURGEONS **GROW THEIR PRACTICE**



The healthcare industry is an extremely competitive space, and there's no secret that the industry tends to lag behind others when it comes to marketing.

HIPAA compliance, FDA restrictions and a heavily regulated industry make it both scary and difficult to adapt to changing marketing trends.

But reaching tech-savvy patients through digital marketing means is no longer just an option for orthopedic surgeons; it's a requirement.

Of course, mastering the art and science of digital marketing can be a full-time job. The commitment needed to see results leaves many physicians at a loss of what to do to grow their practice.

But these 5 marketing growth hacks could help you grow your practice, build your brand, and reach more patients, without forcing you to overspend your budget and resources.

According to a Think with Google study, **84%** of patients use both online and offline sources for healthcare research.



SOCIAL MEDIA CAN REALLY
GROW YOUR BUSINESS –
IF YOU DO IT **RIGHT**



Social media's impact on digital marketing shows no signs of slowing down, with Facebook still leading the pack by a ridiculously wide margin.

So, how can your orthopedic practice use social media to find new patients, without having to hire a social media manager?

There's actually a formula for that, and it's known as the 4-1-1 hack.

A photograph of a male physician in a white polo shirt examining a patient's leg. The patient is lying on a blue examination table. The physician is holding the patient's foot and ankle, looking down at it. In the background, there is a medical model of a human torso showing internal organs.

Social media is
now the **#1** driver
of all website
referral traffic
– Shareaholic.

With the 4-1-1 hack, for every six pieces of content you share on social media platforms:

- **Four should be content, from industry influencers, that your audiences would benefit from reading. Imagine that. Out of 6 pieces of content, four of those pieces won't even be your own articles, videos, or ideas. This approach helps you build credibility with your patients, while placing you on the radar of industry influencers. If these influencers acknowledge your social share, you're on your way to building a following.**
- **One piece will be an original, educational piece of content you produced on your own. This will help you stand out as a thought leader, and will bring traffic back to your site.**
- **One piece should be a sales-related push (like a press release, or an announcement about a new service you offer).**



As an orthopedic surgeon with a busy schedule, you should embrace this 4-1-1 formula. You don't have to churn out dozens of blog posts each month in order to build a following. Instead, you should spend time promoting content from folks who matter most in your region and industry, including:

- **Local journalists/publications**
- **Well known surgeons**
- **TV personalities**
- **Celebrities**

Just keep in mind the type of voice and messaging you're looking to promote on your social platforms. So long as you remain true to that message, the 4-1-1 hack will work wonders for you.



USE PAID ADVERTISING TO DOMINATE THE SEARCH ENGINE RESULTS PAGES





Businesses make,
on average, **\$3 in
revenue for
every \$1.60** they
spend on AdWords.

If you had it your way, your orthopedic practice would dominate search engine results pages for relevant keyword searches, right?

For example, if someone searched for: "carpal tunnel surgery" your practice would show up in the top few spots. Unfortunately, SEO is a slow and fickle game. While implementing tried and true SEO strategies is important for your ranking, you'll likely not see the fruits of your labor for quite some time.

Let's pick up the pace a bit by adding paid advertising into the mix.

The first thing you want to do is perform an audit to determine which keywords you currently rank well for, courtesy of your organic SEO strategy. Rank these keywords based on traffic and conversions so that you don't waste time investing in keywords that don't offer a high ROI.

Next, launch fairly aggressive paid search campaigns on your best performing words. By combining paid ads with organic SEO, you'll dominate the results pages for these terms, which should result in an increase in clicks and conversions. ❖

GET LOCAL INFLUENCERS TO WRITE ABOUT YOUR PRACTICE



A close-up photograph of a woman's neck and shoulder area. She is wearing a white tank top. A person's hands are visible, one resting on her shoulder and the other massaging her upper arm. The background is a soft, out-of-focus grey.

Work smart, not hard.

While that advice above, work smart, not hard, isn't always true, it is pretty appropriate when it comes to growing your practice fast.

Why spend endless hours tooting your own horn when you can get others to do your marketing on your behalf?

Your orthopedic practice would likely take patients from any location, but your primary target is prospects in your surrounding communities.

Each community across the country features local bloggers, newspapers, magazines and news outlets, all looking for stories to write about, featuring the people and places that make up their neighborhoods.



While you could certainly pitch the idea of your local paper writing a dry business feature on your practice, let's think outside the box here:

Local media – and the prospects in your community – are drawn to community events and causes. 5K races. Book-a-thons. The flea market in the center square to raise money for a new church. All of these events garner plenty of interest and attention.

It's a pretty good idea to hitch your wagon to these local events whenever possible. It could be as simple as sponsoring an event (in which case, each time the event is referenced online, the name of your practice might be included).

But you'll get the best return on your investment if you find a way to get directly involved. For example, for a local 5K race, why not set up a tent at the finish line and offer free consultations with runners suffering from aches and pains? Make sure your local media knows about this, so that they take candid shots to publish.

Or, offer to donate your office space to house a canned food drive. This is a surefire way of getting the name of your clinic mentioned in the press while simultaneously bringing folks through your front door.

The more involved you are with your community, the more likely you'll be rewarded with free (and positive) press. ❖

CREATE AN INCENTIVE PROGRAM TO ENCOURAGE YOUR STAFF TO GET MORE PATIENT REVIEWS ONLINE



There once was a time when people relied solely on the recommendations of friends or family when choosing a doctor.

Now, more and more of your prospective patients are turning to ratings sites, like Yelp or Healthgrades, to make a decision on whom to follow up with.

Reputation management is a tricky and complex strategy. It involves not only responding to negative reviews, but doing your best to accumulate countless positive reviews across a variety of ratings sites.

A photograph of a female doctor with short brown hair and glasses, smiling while holding a tablet and talking on a mobile phone. She is wearing a white lab coat and a red scarf. The background is a bright, out-of-focus office setting.

**88% of
consumers trust
online reviews
as much as peer
recommendations.**

One way to help your cause is to get your staff motivated to solicit reviews from happy patients. You can do this by implementing an incentive program that rewards staff members who get the most patients to leave online reviews.

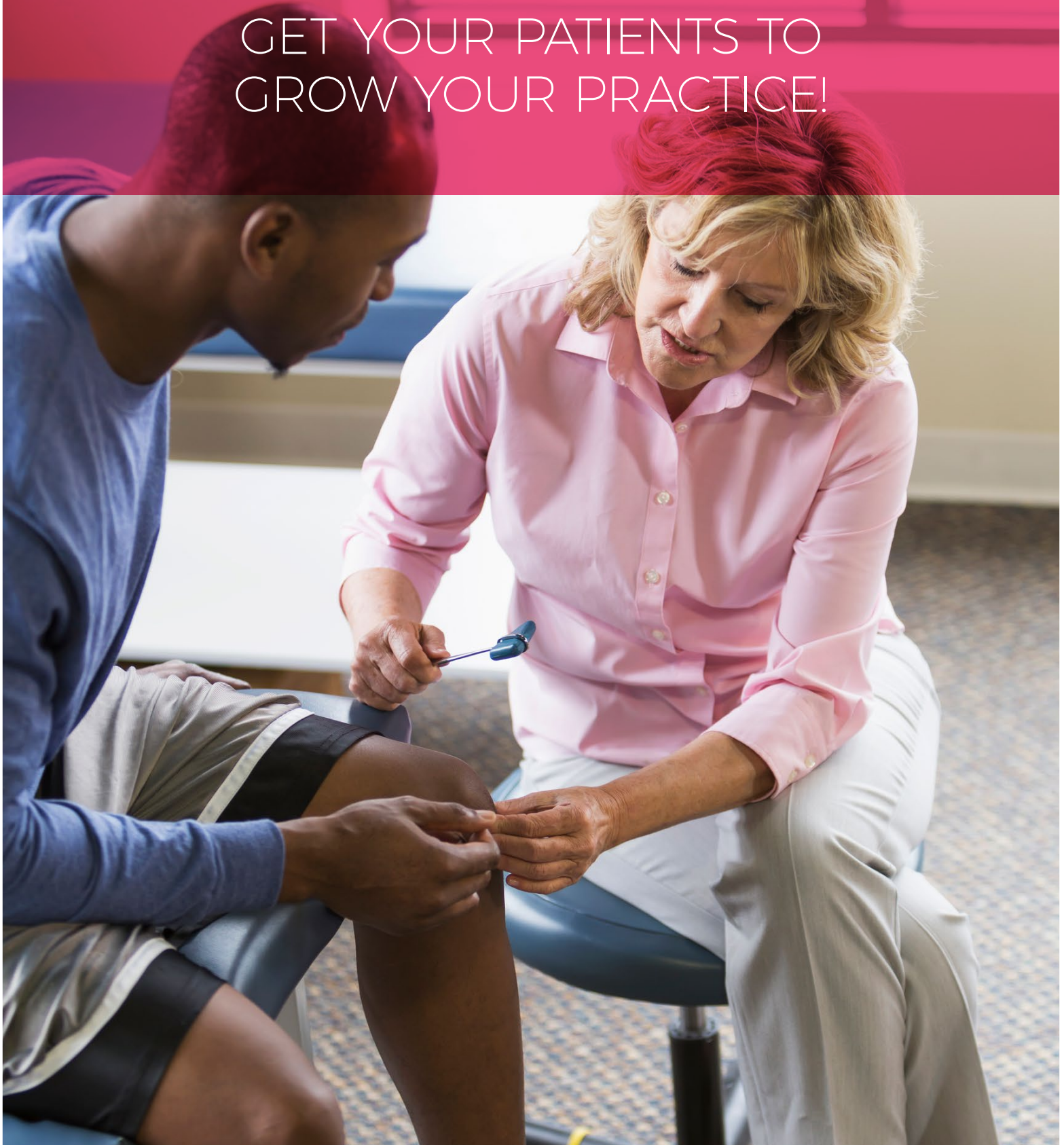
The incentive could be a paid day off, or a free lunch, or a donation made to a charity of that employee's choice. You might want to ask your staff what a good incentive would be, so that they're even more invested in the game.

To make this hack work properly, you'll want to ensure your staff knows how best to approach patients about posting a review (and to which ratings sites to direct these patients to).

The last thing you want is for your patients to be bombarded by requests by overly eager employees. Hold a meeting before the incentive program is launched to go over best-practices. ❖



GET YOUR PATIENTS TO
GROW YOUR PRACTICE!





**92% of consumers
trust the recommen-
dations of friends and
family above all other
forms of advertising –
Nielsen**

Perhaps the single most important factor in your marketing success is your current patients. A happy patient is far more likely to recommend you to a friend, while a displeased patient is far more likely to do the opposite.

Other, non-medical industries, can incorporate referral programs into their business model as a way to grow their business. An auto shop, for example, could offer customers a free oil change for every new customer they recommend.

You can't really do that as an orthopedic surgeon. It's not only illogical, but it's also highly unethical.

So, rather than design a referral program, you could create a referral strategy, where your staff is trained to know how to tactfully encourage patients to recommend you to their friends and family.

This could be something as simple as formulating an elevator pitch to be used when a patient is ready to be discharged, or it could be something more involved, such as the creation of flyers and posters that highlight the importance of patient referrals.

Whichever way you go about it, don't overlook the importance your current patients have on the growth of your business. ❖

FOR THE BEST RESULTS, TRY IMPLEMENTING EACH OF THESE HACKS OVER THE LONG HAUL

If you want to watch your practice grow exponentially – without investing a large amount of money and resources – implement these hacks one by one. Choose the one you feel is the easiest to accomplish, and stick with it until you see results.

Then, change things up by trying out a new hack.

Once you get through all five, you'll likely discover that your practice is flourishing all on its own, without you're ever having to master the art and science of digital marketing.

If you need further elaboration on anything discussed please reach out:
www.CardinalWebSolutions.com

