

Unlocking Success

5 Steps
to Building a
Thriving Marketing
Strategy
for your
Elective Surgery
Practice



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Growing a thriving elective surgery practice isn't something that happens overnight.

Nor is it something that you can do without building certain foundations to ensure you are set up for success.

Over the past 20+ years, I have had the pleasure of working alongside elective surgery practices in helping them grow. I've learned the buying cycle that prospective patients go through along with what motivates an individual to take that next step.



I'd like to share some of that experience with you so that you can hopefully go and grow your practice.

Here are the 5 steps that will elevate your practice, attract the right audience, and ensure growth in an ever-evolving market.

Why is it important to have a marketing strategy?

The basic answer is that you want to grow your practice but it goes deeper than that. The first step is determining what type of practice you are.

There are 2 types of practices:



- 1** Those that are okay with just opening their doors and seeing what happens.
- 2** Those that build a plan that entices and educates people along their buying journey on why YOU are the place to look at when they are ready.

If you are looking to grow, you need to be the latter.

Which describes your practice?

Let's look at the five steps to
building a thriving marketing
strategy for your elective
surgery practice

Step 1

Know Your Existing Situation & Goals

Before embarking on any journey, it's imperative to know where you stand and where you want to go.

By auditing your online presence, evaluating practice growth, optimizing patient experience and education, you lay the foundation for a successful marketing strategy that aligns with your goals.

Here's a few areas to get you going in the right direction.



Audit your 1st Impression



What do your patients
and prospective
patients see?

This starts with your
digital presence.

Let's look at your:

- **Online local business listings** (like your Google listing)
- **Review sites** – what do your patients say about you? Additionally, are you responding to your reviews (Google likes this and so do patients.)
- **Social sites** – are you active on socials? Are you only selling or do you also provide educational content? What about being social and fun?
- **Search Engines** – Where do you show up on search engines for different keywords and key phrases?
- **Website** – How does your website represent you and your practice? Have all the correct information, modern, responsive, easy to navigate, allows people to schedule or connect when they are ready?

Are you ready for growth?

It's important to look at your current patient load to see what room you have for capacity. If a new patient called today, when would they be able to be seen?

- How does that compare to your competition?
- Are you converting the leads you have coming in currently?



When working with a practice one of the first steps is to discuss what their current situation looks like. How many leads and patients are they getting now, how many would they like, how many could they realistically bring in? What are they currently doing to get their practice name out there (i.e. advertise) and how is it working for them?

Those are all questions you need to ask yourself in this process.

Step 2

Identify Your Target

Audience

Understanding your audience is key to delivering impactful marketing messages.

Take a moment to outline each target procedure that you are looking to grow.

Each procedure has certain characteristics of what would make up the 'Perfect Patient'.

Tailor your marketing efforts to resonate with their needs, desires, and aspirations, ensuring maximum engagement and conversion.



Each audience...

Your target procedures that you are looking to grow are going to have certain personas that make up the individuals looking for and signing up for those procedures.

Some things to look at when building your personas:

- **Age**
- **Sex**
- **Financial ability** to pay for high dollar procedures
- **Location** (this goes beyond just listing your city but break it down to your top zip codes, where are people most likely to drive to you)
- **Other** (what else do your patients have in common that come to see you for those target procedures)

Once you have your personas you can start to build out how to reach them and what messaging will resonate.

Step 3

Building a Comprehensive Marketing Strategy

Crafting a solid online presence is non-negotiable in today's digital age.

That brings us to building a strategy that takes into account your goals, budget, challenges, etc.

All those areas that we audited (your website, online local business listings, social sites, review sites, websites, searchability) are the first place to start building the reason for a person to choose your practice over the competition.



It should be obvious



Your website should
show your practice as
THE place to go.

It's important to educate

Prospective patients are working to educate themselves and gather answers before making a decision to connect with the practice.

For the most part, online resources and word-of-mouth are about the only way they are navigating through this. That's where you come in. It's imperative that your website engages prospects to want to dig in deeper, to learn more.

Provide education in both video and content

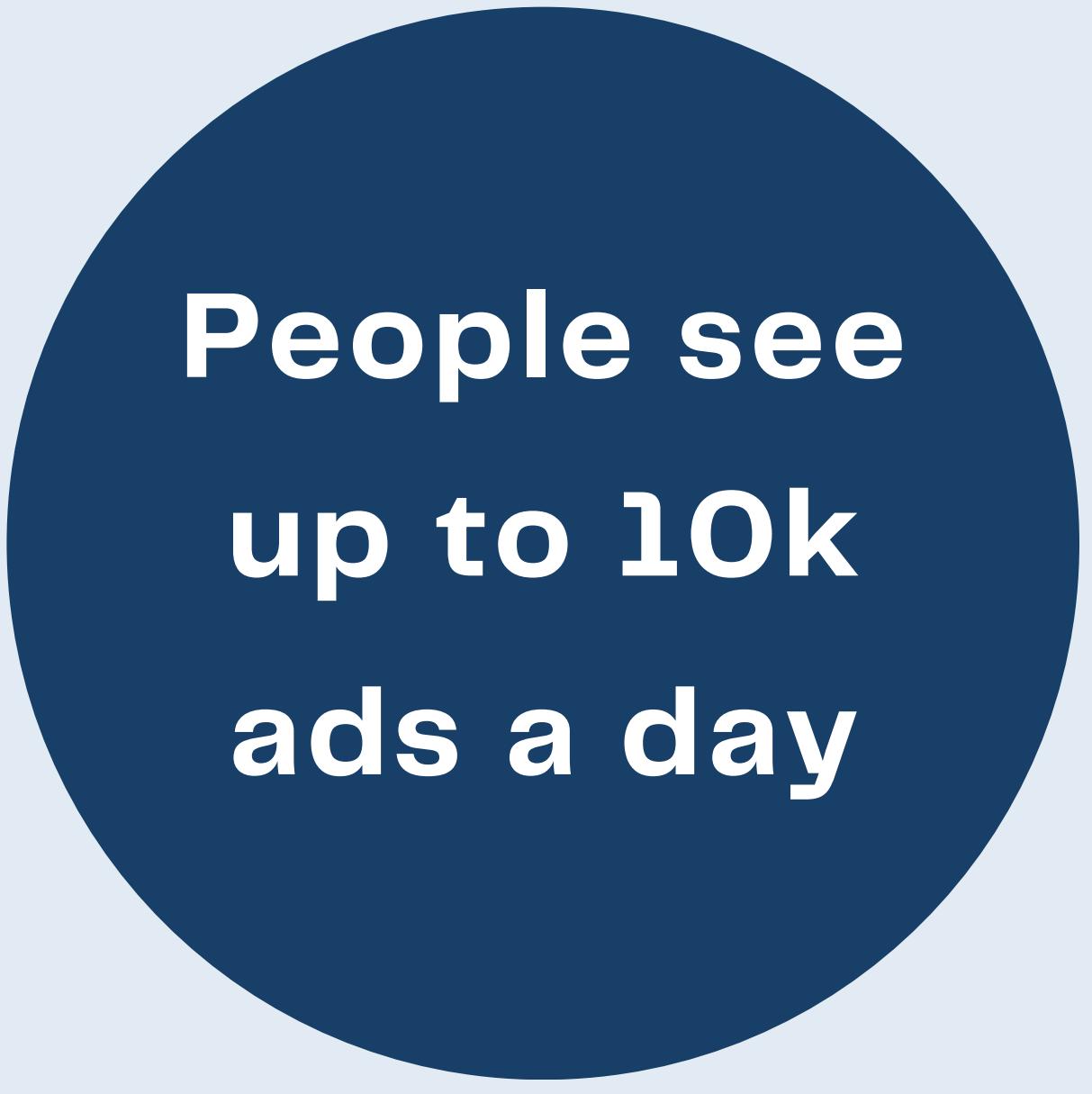
because your audience may desire one way over the other plus

search engines love them both. Navigating easy throughout the site and being able to find what you are looking for quickly is key. Additionally, your website should include ways for a person to interact if they choose to take that step. This should include online scheduling and some type of chat or text feature.



Messaging that resonates

Due to the overwhelming messaging that people encounter daily, it's important to make sure that what you do have to captures their attention enough that they want to stick around. Build credibility and trust.



**People see
up to 10k
ads a day**

**Be the reason why they
choose your practice.**

Understand your prospects needs

Prospective patients, regardless of the demographic they are, need education in order to make an informed decision. They all have common questions that they need answered in order to make those decisions.

- **Cost**
- **Fear**
- **Scheduling**

These are among the top in almost every procedure and demographic. Do more than just answer their questions.

**Become the educator,
the trusted source of information.**

Build your practice from within

The practice has been around for some time and with that comes a database of loyal patients.

These patients are more likely to choose your practice when they are looking for a new procedure over starting their search again.

Cross promote your services by putting up posters, sending out emails or newsletters and your on-hold messaging.



Practice growth opportunities outside your practice doors

**Building your practice
beyond your patient
database is essential
for growth.**

There are many ways to build your strategy. A lot will depend on the budget and time you have to put into it. This involves active engagement in community events, networking with other healthcare providers (i.e. your referral relationships), and leveraging digital platforms like search engines and social media to showcase your practice.

Grassroots

Efforts Work

Doing some grass roots work allows you to connect with potential patients and establish credibility within the community.

- **Health fairs**
- **Events**
- **Seminars**
- **Workshops**
- **Local business collaboration**
- **Corporate accounts**

By actively engaging with the community and leveraging digital channels, you can effectively build your practice's reputation and visibility outside your practice doors, ultimately driving growth and success.



Step 4

Give 5-Star Service



In the competitive landscape of elective surgery, exceptional service is your differentiator.

Make every interaction with your practice memorable, ensuring that the first impression is one that resonates long after the consultation. Enhance patient experiences at every touchpoint, from initial inquiry to post-surgery follow-up, and explore strategies to increase surgery volume.





Create that 'WOW' Experience

Wow your patients at every opportunity, fostering loyalty and advocacy that drive referrals and repeat business. This alone will build your 5 Star Ranking but in case you aren't there yet...make sure you are doing what you can to gain reviews and respond to them. Prospective patients, and Google, like to see the responses on reviews.

Step 5

Evaluate and Improve

Continuous improvement is the cornerstone of long-term success.

Conduct periodic audits of your marketing efforts, patient experiences, and overall practice performance. Adapt and evolve your strategies as necessary, leveraging insights to fuel continual growth and stay ahead of the curve.



By following these five fundamental steps, you equip your elective surgery practice with the tools and insights needed to thrive in a competitive market.

Embrace innovation, prioritize patient-centricity, and never stop striving for excellence.

We welcome the opportunity to help guide your practice to meet your goals.



Your
journey to
marketing
success
begins now.

**Let us know how we
can help.**

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