

PRACTICE MARKETING AND GROWTH



Strategic
Marketing Plans

Website
Development

Physician
Referral Base
Trending and
Analytics

Direct Mail
to Patients

Logo and Brand
Development
for New Practice

The Physician Strategy Group (PSG), offers Practice Marketing and Growth services to the USPI Physician Network. With the rapid pace of change within the healthcare industry, there are many factors such as competition, closed networks and increased consumer driven medical decisions that often present challenges for practice growth and sustainability.

At PSG, we believe each physician practice is unique. Our objective is to develop a comprehensive set of solutions based on the goals of the practice to improve their market position, sustain their referral base or grow new segments. Because Practice Marketing and Growth encompasses such a large spectrum of strategy, tactics and associated services, we begin our free initial client consultations around three core pillars:

- **Physician referral base** - Understand which physicians are referring to your practice, how often, how many, what type and identify growth opportunities
- **Direct to consumer** - Targeted activities such as direct mail and how to leverage your website and the internet
- **Leveraging the practice's PM system** - Identify opportunities for improvement with no show and cancellations, use of databases for educational newsletters and email marketing campaigns

Each consultation reveals strengths, weakness, opportunities, and threats and allows PSG to design a customized plan focused around the goals of the practice.

TOP 10 MOST COMMON QUESTIONS AROUND PRACTICE MARKETING AND GROWTH:

1. My volume is down. What do I do?
2. How do I use my website to attract patients?
3. What do I do about online reputation management?
4. How do I know if my marketing dollars are being spent effectively?
5. Which services in my practice should I promote? And how?
6. Are there new programs or services that I should consider?
7. How do I promote a new location or new provider joining my practice?
8. How do I find new referral sources to market my practice to?
9. If my first available appointment is 2 weeks out or more, am I at risk for losing patients?
10. Should I be in the Social Media world?

Next time you have a big decision to make, like how to build awareness, grow volume or spend your marketing dollars more effectively, call PSG. Together, let's make a plan to thrive.



For more information on PSG and its service offerings, please visit us at www.PhysicianStrategyGroup.com or give us a call toll free at 855.207.5230

PHYSICIAN STRATEGY GROUP

SERVING THE USPI PHYSICIAN NETWORK