

Get your practice Amazon-ready in 4 steps

A comprehensive checklist to master the Amazon effect on healthcare.

Amazon effect (*noun*):

The evolution of industries as a result of increased e-commerce and online buying flexibility.

Amazon did more than revolutionize retail. It fundamentally transformed consumer behavior, which has had a profound and lasting effect on every industry — notably healthcare.

Doctors are wise to take a page from the megabrand's playbook. Read on for the steps you need to take to win new patients and earn their loyalty in an Amazon-dominated world.

Step 1

BE PRESENT *EVERYWHERE* PATIENTS LOOK FOR YOU ONLINE

Today, the journey to the doctor's office starts online. A few digital properties have emerged as the "Amazons" of the healthcare web, where patients are most likely to search for doctors, read up on their practices, and leave reviews.

TO DO

Make sure you have profiles set up on the top sites:

- Google My Business
- Healthgrades
- Yelp
- Vitals
- Doctor.com
- Bing

Step 2

VERIFY THAT YOUR LISTINGS INFORMATION IS ACCURATE

More than 50% of practices suffer from incorrect or outdated information across the hundreds — if not thousands — of sites and online directories. And, if you're one of them, this makes your practice harder to find and hurts your SEO.

TO DO

- Include a recent, high-quality headshot and photos of your practice
- Make sure your address, phone number, hours, and insurance information are up to date
- List any special services or procedures
- Link to your website
- Sign up with Doctor.com to manage all listings from one [master profile](#)

Step 3

EMBRACE ONLINE REVIEWS

Amazon reviews verify that a seller is trustworthy and delivering a high-quality product. Prospective patients want a similar vote of confidence when they're choosing a doctor.

80% of patients read reviews when making a healthcare-related decision.

TO DO

- Designate a point person to respond to reviews
- Develop several canned responses to save time
- Thank people who leave positive feedback
- Respond to negative reviews within 48 hours
- Keep responses generic to avoid HIPAA violations

Amazon caused a massive shift in the consumer mindset that's had a wide-reaching impact, and all industries have needed to adjust. Doctors willing to take the steps above already have a leg up on the competition.

Step 4

STREAMLINE SCHEDULING AND APPOINTMENT REQUESTS

Amazon 1-Click ordering gets shoppers through checkout as fast as possible. And Amazon Prime gets purchases in their hands — stat! Patients also expect a streamlined process and digital capabilities when they book an appointment with you.

TO DO

- Give patients the option to book or request appointments online
- Sync calendar availability to backfill any last-minute slots
- Send automated appointment reminders via email, text messaging, or voice
- [Enable Universal Scheduling](#) so patients can request an appointment everywhere they search for you

Ready to make moves?

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