



# Master Online Marketing

A dermatologist's 5-step checklist to getting more patients through your doors.

Fast-track your online healthcare marketing to get more positive patient reviews and, ultimately, new patients to schedule — and keep — appointments.

## Step 1

### ENABLE ONLINE SCHEDULING

By 2020, 64% of patients will book appointments online. Online scheduling streamlines the process, meets consumer expectation for convenience, and makes appointment requests easier.

#### TO DO

- Set up [Universal Scheduling™](#) on your website and 40+ review sites
- Sync calendar availability to backfill any last-minute slots
- Automate appointment reminders via email, text messaging, or voice

## Step 2

### CLAIM YOUR PROFILES ON REVIEW WEBSITES

For years your website was the "digital front door" to your medical practice. But today's patients go where their online search takes them: review sites.

#### TO DO

- Set up or claim profiles on top review sites  
[Google](#) [yelp](#) [healthgrades](#) [vitals](#) [doctor.com](#)
- 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 a modern, mobile-optimized website





## Step 3

### HARNESS THE POWER OF PATIENT REVIEWS

Nearly 80% of people read reviews when choosing a healthcare provider. Embracing reviews helps you stand out from the competition, generate buzz, and earn quality patient leads. Know how to respond to the patients who take the time to leave you feedback.

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#### TO DO

- Designate a point person to reply 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

“ I don't want to do any other marketing, because I feel like Doctor.com is all I need.

– Dr. T  
Dermatologist

## Step 4

### FOCUS ON CUSTOMER SERVICE

The consumerization of the healthcare industry means patients expect a high-quality customer experience and service at every step of the journey.

#### TO DO

- Maintain an excellent bedside manner
- Train staff to offer top-notch customer service as your brand ambassadors
- Pay attention to details like parking and facility cleanliness
- Engage after the appointment to show appreciation

## Step 5

### SCAN YOUR ONLINE PRESENCE

What do prospective patients see when they look you up online? Doctor.com's scan tool analyzes the sites patients use most to search for doctors, then scores your practice based on the strength of its presence and reputation. [Scan your presence now](#) — it's free, and you'll get your results in seconds!

#### TO DO

- Scan your practice at [doctor.com/scan](https://doctor.com/scan)
- Best-in-class dermatologists score 92% and up. Want to improve your score? [Contact a Doctor.com practice consultant today!](#)