




WHITEPAPER

# How to Market your Medical Practice

Merging User-generated Content and Digital Signage

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Medical practices rarely have the budget to market themselves aggressively.

Outside of basic promotions, most medical marketing involves direct communication about upcoming appointments, courtesy calls, and maybe ads taken out in local news sources.

And when patients arrive in the waiting room, they're greeted by a selection of dry magazines and bland television that do nothing to create a memorable or positive patient experience.

Medical practices still operating under this framework are missing out on fertile opportunities to improve the online and in-office patient experience through digital signage enhanced by low-cost, user-generated content (UGC).



# TOP OUTPATIENT ENGAGEMENT TOPICS FOR 2017

Reducing 30-day readmissions

Increase health literacy

Driving uptake of preventative care (screening, immunizations etc.)

Encouraging EHR meaningful use, like patients portal access

Coordinating care with payment bundles

Maximizing provider reimbursement under the MACRA Quality Payment Program

Growing consumer loyalty (either to a larger health system brand or to a physician group)

Other strategic initiatives unique to your marketplace



# The Value of User-Generated Content



User-Generated Content (UGC) is becoming a valuable marketing tool across all industries. In addition to crafting content in-house and employing the services of a marketing/design agency, healthcare brands are reaching out to their customers and asking them to share success stories and patient experiences.

Dubbed “social marketing”, this strategy allows doctor offices to source relevant content straight from the mouths of their patients and increase the value of their marketing all in one move.

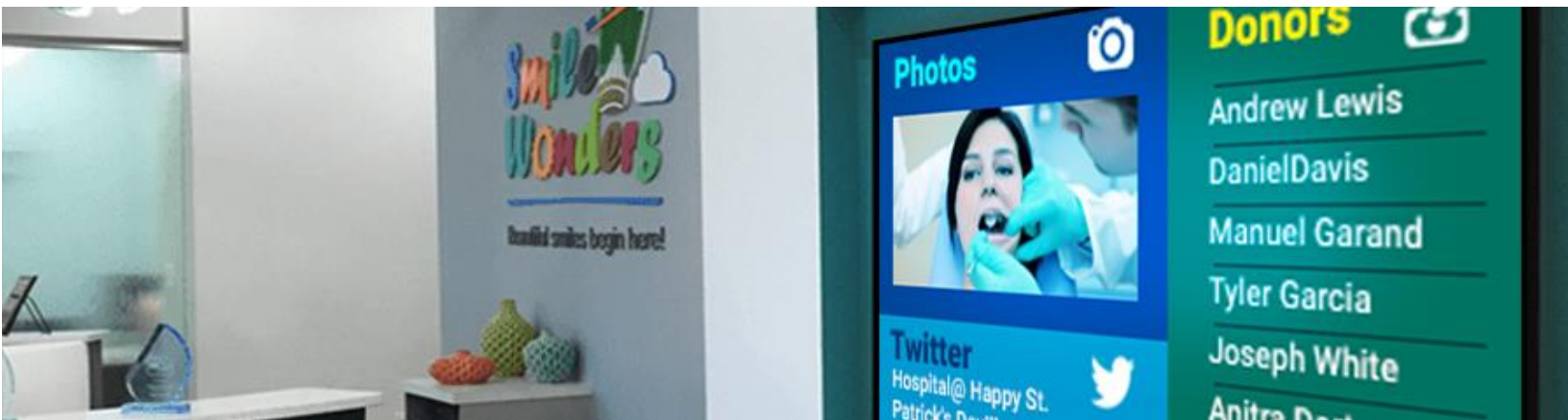
This is because UGC, aside from being an affordable way to generate brand-specific content, is trusted by patients far more than traditional advertisements are.

A recent [Nielsen study](#) proved it. They reported that:

**“Consumers trust “earned” media—such as recommendations from friends and family—more than any other type of advertising. Online reviews ranked second in consumer trust.”**

This means that all communications delivered via patient reviews, social media, referrals or in-person recommendations carry far more weight than traditional ads.

And as it turns out, UGC-driven digital signage strategies are the perfect way to market your medical practice, particularly for those with limited marketing budgets.



## Marrying UGC and Digital Signage

To understand how to market your medical practice through digital signage and UGC, we must first address a central tenet of digital signage technology—the need for content.

Really, the true value of a digital signage marketing strategy comes from the content. Sure, **digital displays are significantly more likely to grab and keep the attention of patients**, but they're interested in way more than just flashy screens—they're interested in what the screens are telling them. Because of this, a large part of the investment in digital signage typically goes to content production to entertain and engage patients.

This is where user-generated content comes in.



UGC cuts down the costs of content production and lets physicians reach their markets in unique, dynamic ways. For medical practices, this means complementing traditional marketing models with a system of user-provided content that not only reduces marketing spend, but creates positive experiences for each patient in the office.

## UGC Strategies to Market Your Medical Practice

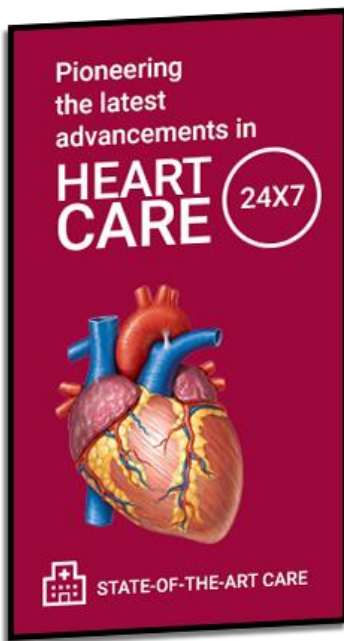
Typically, UGC is closely tied with social media. If you want user-produced content, you must go where the users are. But while many medical practices already have budget set aside for social media marketing, digital signage UGC strategies work a bit differently.

First, social media users are targeted with relevant user-generated content such as reviews, patient spotlights, patient satisfaction surveys and more. Posts are boosted to reach a highly targeted and wider audience.

Second, digital office screens display this info to patients in the office to reinforce the message. In addition to UGC, the screens also display doctor spotlights, office spotlights, community events e.g. a fitness run, and local weather conditions e.g. pollen indices. This taps into a pool of customers who were satisfied by your service and are willing to advocate for your brand.

This type of positive exposure is very effective in building brand awareness online and reinforcing it at the office.

Consider how the information posted on social sites like Facebook, Twitter, and Yelp can be combined with [high-impact digital signage strategies](#) to market your medical practice and improve the patient experience:



## Improve the clinic's image with patient reviews



User review sites like Yelp can be a great source of UGC.

Get a Yelp account and display patient reviews in the office waiting room. Ideally, the practice will take care to vet the reviews before publishing them on digital signage, but when done right, the benefits of this are numerous. Good reviews can be put on display to reassure new patients that yours is a quality clinic, and boosted on social media to improve the online reputation of the practice.

Poor reviews with credible, no BS, responses from the office can be displayed on office screens too to demonstrate the clinic's engagement, trust and responsiveness to patient complaints.

## Share patient stories

To market your medical practice, contact your loyal patients and have them share their experiences. Many of these patients will be happy to share the positive experiences they've had with the practice, which can make great pop-out quotes to include in digital signage screens.

These stories can be powerful tools for making patients feel comfortable while waiting for their appointments, and help establish trust for patients who are unfamiliar with the clinic.



## Demonstrate physician expertise

Practices can also blend in-house content with content from health discussion forums such as RealSelf. RealSelf is a health discussion forum about aesthetics medicine and cosmetic treatments. Members can ask questions and get answers from medical professionals.

Physicians can leverage sites like these to display Q&A material for patients in their waiting rooms.

The Q&A format also provides an easy way for medical professionals to sell their expertise and build trust with patients before they ever enter the examination room.

## Performance tracking



Digital signage can be a great method for tracking clinic performance for the benefit of both patient and provider. Ask each patient whether they were satisfied with their experience in your office before they leave, and keep a running percentage on your digital screens. This type of direct feedback proves the quality of your service to patients and allows clinicians to monitor internal performance throughout the day.



# Conclusion

Most medical professionals understand how digital signage can be used to reinforce the patient experience by showcasing welcome messages, health tips, wait lists or queues, and new promotions. However, fewer understand the impact that quality UGC can have on a [patient's perceptions of a clinic](#).

Far more than merely sharing information, digital signage powered by UGC can support positive patient outcomes in several ways:

- Patients who see positive reviews taken from social media will trust the clinic more and feel more confident in their decision to visit your office
- Patients who see firsthand the knowledge and experience of their healthcare providers will feel more comfortable opening up about their problems, increasing the odds of a positive outcome
- Patients who read glowing testimonials from other customers will intuitively understand that your clinic values its patient relationships and will associate that warmth with your brand

The UGC digital signage equation is clear: digital signage is powered by content. Content is powered by the positive experience of your patients. And the positive experiences of your patients are powered by the exceptional service and first-rate care that you provide.

Medical practices who employ UGC digital signage strategies do more than just gain a new marketing tool; they gain a method of trust-based marketing that builds on itself over time and helps provide memorable experience for each patient that walks through the door



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## About Mvix

At Mvix, our love for technology drives who we are and what we do.

We have been a leader in content-rich digital signage for over a decade, offering innovative visual communication solutions for schools, food service, corporate offices, healthcare facilities, houses of worship, manufacturing facilities and more.

Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our passionate and professional team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness



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