

BOLD MARKETING IDEAS TO ATTRACT NEW PATIENTS

Grow Your Practice

HAVE A WEBSITE THAT REALLY WORKS

Include patient testimonials, educational content and basic information about your practice. Make it easy to schedule an appointment online and ensure your website is optimized for mobile devices.



PUT YOUR CURRENT PATIENTS TO WORK FOR YOU

Get your patients to advertise for you. Encourage them to refer your practice to family and friends. Ask them if they'd like to participate in a webinar or leave a review on your website.

WORK WITH LARGE LOCAL EMPLOYERS

Reach out to local employers and inquire about ways to improve employee health. Take the time to offer specialized incentives, including lunchtime seminars, onsite appointment hours and information about injury prevention.



COMMUNICATE, EDUCATE, MOTIVATE

Engage with the community through blogs, newsletters, social media influencers, newspaper columns and on local media networks. Make sure people know you're sharing this information so they associate this data with you when they need medical attention.

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