

Never Market Your Practice Again!

How to Build an Experience Where the Patients Do Your Marketing for You!

Are you looking for a unique way to increase patient satisfaction, drive new patients to your office, and improve your online reputation, without blowing your marketing budget? Then this presentation is for you!

In her fun and interactive presentation, Kate Reid, delivers the blueprint for creating an ideal patient experience *online*, along with a strategic plan for elevating the patient experience when the patient is *onsite*.

The Online Experience

Research conducted by Vanguard Communications found 96% of negative online reviews cited poor communication, disorganization, and long wait times as the reason for their low rating.

Why does that study matter? Patients are looking online to find dental professionals that provide not only the services they need, but also the experience they desire. Based on their interaction with your practice's website and online reputation, patients are developing an opinion about your ability to deliver first-class onsite experiences, without you even knowing it! For that reason, your online presence and reputation must quickly connect with patients and showcase why they should pick your practice!

The Onsite Experience

That is just the beginning. Successful conversion of a skeptical patient into a life-long practice advocate hinges on a patient's experience with the doctor, with the team, and within the office environment itself. Delivering first-class onsite experiences stems from intentionally creating a culture of teamwork, implementing systems and processes that foster patient-centered care, while establishing a solid foundation of effective communication with every member of the patient-care team.

Course Objectives

- Define "patient-centered care" in the digital age.
- Discover the two experiences that are most important to the patient.
- Examine the critical nature of effective communication between all members of the care team.
- Discover the messaging your website conveys to future patients.
- Learn a strategy for boosting the quality and quantity of online reviews for your practice.
- Develop an action plan for regularly evaluating the onsite and online patient experience.



Target Audience

Doctors, Managers, Team Members

Recommended Format

Full or Parital Day, Lecture



Kate Reid



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