

Grow your Medical Office

Good morning everybody. And welcome to our webinar. That's all about helping medical offices grow in any environment. And we've got some great experts with us today. Um, and we're going to be talking about how you can, uh, get. Uh, higher in any economy, even during a pandemic, even during the great, uh, resignation Holly land, Casper KMA is going to be talking about that.

Uh, also financials are incredibly important to any medical practice, any medical office. And luckily we have Nick, uh, DiMatteo from a Chaya's savings bank. He's going to be helping with that. And then I'm going to be wrapping up today with a little bit of good digital marketing, both on how you can improve your digital marketing to drive more traffic to your website or to your office, as well as what your website should be doing to really grow your practice.

So we're going to be jumping right in. We're going to ask you to save all your questions to the end. So we're going to go Holly, Nick, and then me, and then we'll open it up to questions. All right. And with that, Holly, uh, the floor is yours. You feel free to share your slides and, uh, and we'll get going. All right, rich.

Thank you. I am going to share, oh, I have to hit share. Sorry. I thought I was doing it. There you go. Can you see my. Screen we're seeing it. Okay. Excellent. So just talking about recruiting, uh, recruiting strategies for building an effective HR team. I am with KMA HR resources here in Falmouth and KMA has been around for 15 years.

We have 35 consultants that provide businesses in Maine, New Hampshire, Massachusetts, Connecticut in New York with HR and recruiting needs. So we recruit for all levels of industries, executive level searches, professional searches, and entry-level searches as well. The most common question that we're getting asked these days is where are the workers?

The biggest challenge in today's market is finding people to work. So where are they and why are they leaving their jobs?

So everyone has heard the term that great resignation, and it's a thing four and a half million us workers quit their jobs in November of 2021, which was a record high. And that was up from 4.2 million in October who quit their jobs. So why are people resigning? One reason is retirement came early with the pandemic.

I think, you know, in general, people were forced to rethink everything, including their jobs. And a lot of people were looking for better jobs or remote positions. I also read a few articles about people going back to school at the onset of the pandemic. So they were inspired to make major changes. So how do you build your team in a timeline?

Well, it starts with a job posting, um, and the game has changed. It used to be about the resume and the resume would have to have keywords and clients or, or hiring managers would search for resumes with keywords that said they had key expertise and that's who they would interview. Well, now the job posting needs to have keywords and information in the posting so that people can do.

Candidates can do the same kind of search. So it's a reverse approach to recruiting changes the market entirely. Um, just to jump in a little bit on the, the job posting it's different than the job description, a job description is your document that keeps you, that you keep internally. It supports, um, what the expectations of the work will be for the person that is hired.

A job posting is a lot less formal. It's more personal and it's a lot shorter. It should be kept to a page or less. The title of your job should be 35 characters, maybe, uh, definitely no more than 60 characters and don't get too creative. So if you're hiring a sales rep, call it a sales rep, not an account manager, um, just the sales rep gets more hits.

Uh, that's important because again, you gotta think about the people who are looking for. And interested in, in finding jobs. They're not going to be looking for the creative, um, the creative titles. They're going to look for what their, their current title is, sales rep. So, um, I think I also mentioned no more than one page long per a posting.

Again, you've got to think about people. Um, searching for jobs are using their phones more than they are their laptop. So keep your postings nice and short, um, and, uh, on your posting, make sure you have information like what it's like to work there. What's in it for the person who's going to be hired. If there's growth opportunities and always have your benefits on your job postings as well.

For the healthcare industry. Um, I highlighted indeed and LinkedIn for where to post a job. We have found in new England that those are your best sources or resources for, uh, finding people. Um, you can also post to monster career builder, any other job board that you want to, but again, indeed and LinkedIn, we have found to be the most successful here.

If you have industries that are a specific, I'm sorry, associations that are specific to your industry, those are always good. If people are members it's usually free to post. So ask your employees, if anybody's a member at any of those associations, um, that can help you get some free posting. Um, any local boards.

So colleges, universities, those are also a great place to post. Uh, if you know, colleges that offer certifications for what you need, go great, go straight to their career center and ask if you can get in front of the nursing program director or whatever position it is that you're looking for. Um, and always post to your own career page and use social media, your own Facebook LinkedIn, make sure you're, you're using those resources as well to highlight the jobs that you're looking for.

So applicants that's, who you're looking for applicants is who you want to see more of, but we're finding that a lot of our candidates are. We're going out and soliciting them and those, so it's a little bit different than a typical applicant and all the people who would normally apply. So we're going out and looking for them rather than waiting on them to apply.

So LinkedIn, personal networks, referrals from your own employees, that's where you're really going to be finding, um, your, your best next employees. So use the job board tools, even, um, to search resumes, all the job boards you have access to go in and search for people based on keywords. They usually have some good, um, resources to teach you how to do those searches as well.

So something to remember is right now, things are really going at rocket speed. So when you see someone. Uh, resume that you like move quickly, especially if they respond and they're showing interest. That means that they're on the hunt. They're, they're actively looking. They want to find something. And if you don't move quickly on them, if it takes you a week or two to get back to them, or to get them set up to meet with the hiring manager, you'll really probably lose them.

So move as quickly as you can, when you find somebody that you like, um, if you meet with them and like them communicate. So if you need another week to make a decision, just keep them informed of where you are in the process, check in with the people to make sure that they're still interested as well. So communication is key and it's on you hiring manager company to be the one to lead the communication.

And remember with, with recruiting, where, where your sales hat don't be afraid to reach out to someone that looks good. Email phone, text, remember texts

because people are using their phones more than their laptop these days. So texting is a great capability and most phone numbers that are on resumes are cell phone numbers.

Um, and keep the applicant in mind with the language or the message that you're sending. So use the phrase or something similar to, would you be interested in chatting with me to learn more about the position versus you do something, please send me your resume and cover letter. If you'd like to apply, don't ask people to do more work at this point.

You want them to get to talk to you so that you can settle them on, um, what it is that. Want to know about your company. And then once you get an interview scheduled, be prepared and this market, the interview is more important than ever before. It's again, still a sales pitch, right? So we need to sell the candidate on the work that they're going to be doing and the company they're going to be working for.

So asking the right questions, uncovers the right person to work for you. It also reflects what you care about as a company and why they would want to work there. So the interview shows you how you'll care about them and who you want to hire. So some good questions to ask, um, are open-ended questions.

These are behavioral questions. If they're open-ended, you're going to get more information out of a candidate. So what motivates you open-ended how do you like to be managed by your supervisor? And then some of my favorite questions are Sharon example of a time when, or tell me about a time. That you had to deal with.

And again, you want to ask about a behavior or a situation that comes up with your company, but it's past behavior predicting future performance. So you want to get from them. What have they done in the past? That's similar to something there'll be doing or a challenge that they might have with, with where, you know, with your culture or your, the work that you have.

Um, like tell me about a time you had too much on your plate. You need to prioritize work. How did you handle it and what was the outcome? So something like that, whatever your situation may be, um, and then make sure that. Sharing selling points about the role. So let me share with you a little more about us.

Describe the team and the leadership style discussed the company mission. Why do employees like working here share stories of the company events, things that

are fun, whether you do lunches once a month on a Friday, those things matter to people. And again, in this market, we're doing more selling than we are, uh, asking people to check boxes.

So when you get to the point of, of interviewing, um, and making offers be transparent, this is the first stage of building trust with the person that you want to hire. Um, if you have four candidates and you're not moving forward with one, the person. You're not moving forward with needs to be treated with the same level of, uh, of respect as the person that you end up hiring.

So again, all of the way you treat the candidates, all candidates that they, that you hire, or you don't is a reflection of the company and you, so that person that you reject may be the perfect fit for your next job. And if they had a good experience with you through the process, it'll determine if they're interested in that next position.

So always be communicative and transparent, you know, with what you can or can offer and why. So get creative with what you offer. We used to be in a market where we held off on offering everything we could, but like the real estate market changing in this market, you need to come to the table with your best offer.

So think outside the box. Get creative. If you aren't paying the most, make sure you advertise and you talk about your benefits, talk them up with the candidate that you want to hire and think about all the things you can do when you have that person waiting on what you can and will offer. So the salary might be set in stone.

You can't offer any more than X dollars, but what else can you offer a sign-on bonus? Those are things that we're pushing more clients to consider, and they're not just for CEO's anymore. So, you know, your salary is the salary, but can you offer a sign on bonus? That could be just what a candidate needs to be able to, to make that leap.

Um, if you have relocation assistance, even a flat fee, that's something that. Yeah. Companies are able to convince, um, candidates to come to their company as well for if you have the ability to work remotely or hybrid, also a perk flexibility, um, retention bonuses. If you have a program in place that, um, you know, after two years work, you get X dollars or extra PTO days even can be a retention bonus.

Just talk those things up when you're giving an offer. Those are things that the candidate should be thinking about that you should be highlighting a lot of times, at least in the past, we, it would just sort of be in the handbook and the information they got when they got hired. Oh yeah. Yeah, we do that, but that's in two years in this game, in this market, you really need to be reminding people of what they're going to get.

Um, again, long-term working with your company. Um, if they get gas cards, training and learning and development, that's also key in this market. People want to go somewhere where they know they have growth, or at least they're learning and developing, um, while they're going through it. And some even, um, attendance rewards are really beneficial depending on the level of the position.

But some, some companies we're finding are really, um, are seeing the benefits of, of offering people extra money. If they stay on board, if they show up on time every, every day for a week, they get an extra little spiff and then after a month they did it every day for the month, they get a little spiff. So it's some things just to think about again, getting creative.

Um, people want to be treated well and enjoy where they work. And so that's the, those are the keys to remember with, with the offer.

In summary. I just want to highlight some of the things that we just went over. Um, the job posting, uh, create a job posting and don't just use the job description. Remember the job posting as a sales pitch. It's a marketing tool. And if you think about it, anybody, especially in healthcare, that's looking for healthcare related work.

They're going to be searching in, uh, On Google even. And if they do a Google search, your job will come up. So make it a, a sales pitch to it's a marketing effort for your company, as well as the position promote the company and the opportunity and the posting, because that's who who's going to be looking at it.

Anyone who's interested in your industry or a position similar to what you're hiring for will see it. It's great advertising. Um, and when posting the job, look at all your options, options, check out the job boards, share the job, make sure you ask your coworkers, your other employees to share the jobs to their social media networks.

Always important to do. Um, and remember to keep the applicants in mind with communication, it is an active market. You have to move quickly. You have to

think about their time. Um, and again, you have to think about, um, whether or not they are going to get hired by you or not. You still need to keep them, um, Treat them with respect to the whole process and don't sit on qualified resumes, call them now and keep it moving.

So it's again, a changing market. You've got to move quickly. I'm looking for passive candidates as well. That's important. Make sure that you are, um, using your, your network and using the job boards and using the search capabilities that they offer and finding people. Um, a lot of people have on their social media profiles that they're open to looking for work, but they're not actively looking so they're not applying, but they would love to hear from you.

So make sure you're using those capabilities of searching and reaching out to people and telling them more about what you're offering. And during the interview, we'll be ready to talk about you, the team, the company, and. Play it up, tell them all the great things and why people like to work there and then come to the table with your best offer.

Remember, I love the real estate analogy, but I think it's an important one to think about the market has changed. So coming to the table with your best and final and being transparent about it, like this is the best we can do. We really want you, and here's what we want to offer and just always be transparent and keep selling.

So I think, yep. So that's, that is the summer recruiting strategies and building an effective team and healthcare in, in particular. Um, hope that helps. And, and I know we're going to do questions at the end, rich, so I will wait for those. That was great Holly, lot of good information. We're actually in the hiring process right now here at flight new media.

And I know. Uh, great job. I think she's got a lot of those things already in place, but definitely some good information in there for sure. I really liked your comment early on about job postings and using the language of the job seeker. You know, that's a lot like search engine optimization, you know, it's, you're not using company or industry jargon.

You have to think about the person who's actually doing the search. So that's just absolutely great advice. So thank you very much. Um, great content and get, if you do have questions for Holly, we're going to be wrapping up with the Q and a session at the end. So we're going to head on over to Nick. Uh, Holly, if you can stop sharing your screen and then will jump on and start sharing her his hold on, I gotta get back there.

I might be able to control that if you can't find it, but I think I did it. You did it. Great. All right. Awesome. Uh, Nick. Good morning, everyone. My name is Nick Mati. I'm a senior business banker with Metronic savings bank. And let me see if I can jump into my slides here, you know, am I good? Can you see my screen?

Yep. Looks good. Excellent. So let's begin here. So I'm gonna try a savings bank, a little bit about the bank, uh, founded in 1869 with a dedication to customer service and community. And I do want to focus on that for just a second. Customer service is huge for our bank. It's, it's part of our culture. Um, as well as community, uh, we donated over a million dollars last year to charitable organizations throughout Maine, and we also strive to, uh, have every employee volunteer at, uh, organizations in their community.

Uh, we have 15 branches from Portland to care about. Uh, we are a local lender with deep expertise in financing of medical and dental industries. I will get into that a little bit more in detail later, but we, our tagline is the bank of yes. Um, we, which that means to me is we strive to help our customers achieve their financial goals, um, throughout their, their business, uh, existence.

And I'm here today to talk to you about financing best practices for medical offices. And so I'll start with sort of a general theme is, is establish a support team. Uh, this is key to, uh, not only sort of as you progress through the growth of your business, but as well as it pertains to the, uh, loan process, uh, having, uh, a good, uh, team of professionals in place helps extremely when going to apply or going through a finance.

Uh, process, you need to have a good accountant to help, um, make sure that your, your taxes are in good order, that you're able to provide financials, um, you know, quickly in the process. You want an accountant to be able to bounce ideas off from a tax perspective, strategically, as you're making a large business decisions, uh, you need a real estate agent for, uh, negotiating leases, uh, identifying properties to purchase.

And, and through that negotiation process, um, very important you want to financial advisors. So, uh, those as, as income comes in, you, you have a strategy built around your personal financial goals, and you need an insurance agent specifically in the medical, um, medical practices for, uh, liability malpractice, uh, life insurance, uh, as well as property and liability.

So very important. I can't emphasize that enough. Um, and part of that team is a qualified lender and picking a lender you want to, uh, you know, you hopefully

have a good business relationship with your, uh, your depository lender or your top depository bank. Uh, if you don't, you want to seek out a bank that has, uh, expertise in the, the, the industry that you're in and understands your industry and, uh, the specifics around it.

Uh, you want to have, uh, someone that understands the region that you're in and you want someone to be accessible in person. Uh, customer service is key. Uh, you know, it, when you see it in, you know, good, good customer service, when you see it, uh, you want a lender who is available to come to your business, who knows, uh, who knows your staff and knows the intricacies of your business, how the cash flows and, and can help you, um, you know, grow and grow your.

You want a lender who has demonstrated history of lending in this space? Machai savings bank, uh, has lent to medical practices throughout the state. Um, we are very experienced. We have a, uh, practice financing program where we will, um, lend, uh, we, we can do, uh, practice acquisitions, practice, expansions equipment purchases, lines of credit, real estate financing.

Uh, we want to be sort of your one-stop shop for all of your financing needs. And we have a financing program specific to the medical practices, dental, um, that is built around that. Uh, we offer a hundred percent financing on practice acquisitions. We know that, um, these, these industry, this industry is a, um, equipment heavy industry.

So we provide a hundred percent finance. On, um, equipment purchase on new equipment purchases. You know, we want to work with you to make sure that you have the ability and the access to capital to, to achieve your financial goals.

Uh, not only are we there for you, um, from a lending perspective, we want to be, uh, your one-stop shop for all of your business banking needs, uh, and personal banking needs. Um, so I encourage you when going through this process of, uh, choosing a lender or, uh, establishing a business, whether it be a startup business or acquiring an, uh, existing practice that you involve us early, uh, the earlier the better, because we can advise you on, um, how to set up merchant services and.

Payroll cash management, which I savings banks offers us full suite of services that can be, uh, extremely helpful for your business. That way you don't deal with multiple vendors, you can come to us for all of your business banking needs, um, and financial support for through to business needs, as well. As I've

said, you know, we want to be your bank to help you acquire your business, establish or start your business.

You want to also help you achieve your financial goals as, as your business grows. And as Christopher Patrick, uh, our chief banking officer says, uh, we're going to be there for you in good times and bad. Whether you have a hookup, a hiccup, we will be there for you. Um, and I think that's what you get with, with a local, um, mutual savings bank.

Like Machaya savings bank, you get a high level of customer service. And you get a loyal relationship. Um, relationships are key in any bank, in any business and a relationship with your bank is vital. So part of the process, uh, is preparing for, uh, uh, financing, whether it be the acquisition or a purchase of a new piece of equipment.

And you want to be prepared, preparedness helps the smoothness of the loan process, uh, immensely. Um, so you want to have, uh, upfront, these are sort of, uh, good rules of thumb. Every deal is, has its own specifics, but, uh, these are good rules of thumb, have three years of historical financials and year-to-date financials, so that, so that your lender can assess the, the history of your business or the history of the business that you're purchasing.

Um, we want to know who you are. If we don't have a relationship existing relationship. Well, no, no, no. Your educational background. We want to know your personal financial strengths. So we'll ask you to fill out a personal financial statement, which for those that don't know is essentially a personal balance sheet, um, of your finances.

And we want three years of your personal tax returns and that's where that account would come in and be vital to help you provide those to your lender. Um, in, you know, expedited fashion, uh, we need proof of life insurance and malpractice insurance. Those are key. Um, prior dental practice acquisitions, uh, the lender is going to want to take an assignment of your life insurance and make sure it's at an adequate amount.

Um, so we want to make sure that you have that in place ahead of time. So not to cause any delays throughout the loan process. And we want to understand the specifics of the business you're acquiring, if that is the case. Uh, and we wanna understand who are the key employees, will they be, uh, staying on? Um, so I guess the points I wanna make, uh, That I want you to take home today are you need to establish a good support team of professionals, uh, prepared with your financing and involve a lender with expertise in your industry, uh, early on.

So he can help, uh, be a trusted advisor and help guide you through the process and making that financing process as smooth as possible. And that's what I got for you today.

Thanks so much, Nick. Uh, I am obviously not running a medical office, but I have had awesome experiences working with savings banks over the years. And, uh, I know that when PPP came around, you guys were instrumental in being really responsive and just hearing some of the stories that came from some of my compatriots who were working with large national banks, my experience, it was like day.

And, uh, even before that, you guys were just great. So appreciate you showing up today. Appreciate you sharing all this information with us and with our audience. So thank you very much, Nick. Thank you. All right. And now let's bring up my, get my things ready.

All right.

I'm going to start sharing my screen and.

And try not to play button here. You guys, since he always listened to a little George Benson earlier today, uh, recently discovered George Benson always knew his name. Never knew what an amazing guitarist he was, but I digress happy St. Patrick's day everyone. Uh, we've got, uh, right now we're going to be moving into the marketing and promotion.

The stuff that I love talking about so much. And today we're going to be talking about how, by the way, you guys can all see my screen, correct. Excellent. Yes. Uh, we're talking about what it takes to develop an effective digital presence for a growing medical practice or office like yours, digital marketing, your website, your search engine visibility, your, your activity on social media and your email marketing can all impact your ability to reach, attract, and retain your patients.

Today, I'm going to show you an overview of all the ways in which you can improve your digital marketing and online presence to help you grow your practice.

So let's just start with, how do we choose a medical practice as, as customers, as prospects, as patients, there are a few things that influence our decision beyond what the medical office actually offers. I mean, after all, if, if I have a pain in my ankle, I'm not going to go to a dentist. So one of the things, maybe the first thing is proximity.

Proximity plays a big role outside of Vegas and LA plastic surgeons. Few people are going to travel hundreds or thousands of miles to see a medical professional. For most of you, your patients are coming from a small local area, depending on how many other options there are. And maybe how far north. Uh, we're also going to look at recommends.

We're also going to listen to recommendations from friends and family. That's going to have a big impact. These can happen in real life, but they also happen on social media. I'm sure we've all seen people who are looking for a new pediatrician or chiropractor, and they asked their connections on Facebook for some recommendations with people weighing in on their favorites sometimes with a name sometimes with the name and a phone number sometimes actually linking to either the company page or the company page on.

And of course reviews play an important role, uh, as well. And we often will look to online resources for reviews to find out what other people are saying. And this is especially true. If we don't have a lot of experience in that field, maybe we've just moved to town or if we are, um, maybe don't want to share, uh, that we're looking for a therapist or whatever the cause may be.

So we, we may just turn to a website like Yelp or Google or any one of the medical review sites that are out there. And yes, referrals are another option as well, but that's less about choice and more about following the advice for our PCP or our hospital discharge unit, uh, or our insurance. So one way in which people do the research is they turn to Google and this might happen before, after, or instead of asking other people.

Um, so you can see here that, uh, you know, when people do a search, they may type in something like pediatrician near me or Bangor foot doctor, because not everybody knows the word podiatrist. I promise you that. Um, or in this case, Scarborough chiropractic, and as you can see here, Google has interpreted rightly my search had local intent, meaning unlikely, looking for a local chiropractor, the top of the search page, which you can all see, uh, which is all you can see without scrolling shows the local pack, the three local results on, uh, next to.

And there's also an ad here and we'll talk more about ads later on. So Google is showing results based on what it interprets as my intent. I'm not looking for the definition of a chiropractor. I'm not looking to find out how to become a chiropractor. I'm not looking to find out what chiropractors earn, nor am I looking for a chiropractor in Tennessee or Chicago.

Um, I also did a search on chiropractor near me, and I got almost, or nearly identical results now, just because I like doing this kind of research, I also did a search for chiropractic. This is the kind of stuff you can do at home or, or in the office. Um, and so I did this search on chiropractor and you can see that it's still pulled up the local pack, but it also pulled up these search ads as well.

This is why it's important to do this type of research, which like I said, can do on your own by pulling up ads for chiropractic. It pushes the local results down and it also pushed down all of the organic results. You can't even see any organic results until you start scrolling. Um, so we now know how people choose a medical practice, but so how does Google chooses?

How does Google decide? What's going to show up at the top. Why show one instead of another, why prioritize one in the other? Um, and as you saw, depending on the search, one of the things that might do is it may prioritize paid listings, but beyond that, there are a few variables which I'm going to go into each intern after listing them.

So the first one is proximity, which we can't do a whole lot about. The second one is linked the number and, uh, quality of incoming links from another website to ours. And the third is reviews. So let's take a deeper look at all, three of these. There's not much we can do about proximity as John Paglione.

My digital marketing manager likes to say our offices take up physical space and there's no easy way to change that. Well, actually, Hank Pym and ant man did figure out a way, but if you don't have this technology, it's probably not going to be accessible to you. And Kim was always on the run from the feds.

So really I would not recommend this approach. I do want to just take a moment here to applaud Paul Rudd for his footwear choice for the scene. Just absolutely love this scene. Okay. Anyway, so enough about proximity. There is something you can't change it, but you can kind of enhance it. And the way that we can enhance it is by using a tool called Google business profile, which was formerly known.

It may be more well known as Google my business. You can just visit [google.com/business](https://www.google.com/business) to. And if you've never claimed your practice at Google, you'll need to do that. So here's an example of what it looks like once you've claimed it. And once you've logged in, you're going to have to prove that you own or speak for the business.

And then once you're able to, then you can log into your Google business profile manager. You can update your listings. You can add the photos, video services hours, and a whole lot more, uh, one second here.

All right. Um, another thing that it does is it will highlight your practice if anybody searches for your product this specifically. So you get this nice big knowledge box and people can get even more information, your phone number linked to your website, all that sort of stuff. So it just another way of gaining visibility as well.

It's also going to increase the chances that you'll get picked up on Google maps when somebody searches as well.

Uh, so moving on to links. Links are a lot like referrals or recommendations. Google sees these inbound links, links coming from another website to yours as a vote of confidence, or is a referral. The more quality links, the more it impacts your ranking in search, both local and organic. And I say quality because not all links are created equal.

Google gives more weight to links from a trusted website or websites that have built up a thorny. They have an app. Google has an algorithm to determine how much they trust to give in a website. Google also gives more weight to sites that are more relevant to yours. So a medical white website linking to yours will be more valuable than a food truck linking to your.

And because we're talking about improving your local visibility at search, getting links from local businesses is also critical. So you can go after Langstroth related practices, uh, local guys, chamber of commerce. Maybe if there is a statewide organization that you're a member of those are all great resources, great websites to get links from reviews are also important.

Um, but I appreciate that they can be a challenge in the medical field. Often people only want to leave reviews for medical practices when things go wrong and asking for positive reviews can be difficult, especially considering HIPAA and HIPAA regulations. My regulation is a, obviously do an outstanding job with every single patient you see, and be respond to all the positive feedback that people give you by asking if the patient will be open to leaving, uh, their opinion or their review on a site like Google or Yelp or Facebook or a medical review.

Um, you can see here done, you know, that a lot of the top sites have a lot of positive reviews. There are also some things you can do on your website to

increase your visibility here. And I'm going to share those tips. When we get to the section on websites, do you want to mention review sites beyond Google, Yelp, and Facebook, which also we all have reviews.

There are also many medical related review sites that you need to be monitoring. These include sites like health grades, vitals, Zoc doc, and rate MDs. I don't come up with these names to people. Um, there's also review sites that focus on specific medical verticals, such as Dr. UDL for D. That is a terrible name.

I don't know who came up with that and real self for plastic surgeons, which is a little ironic, but, um, I'd recommend making sure that you're aware of any review sites for your discipline and monitor those as well. While you don't have control over these websites, creating a profile and responding to reviews is almost always a good idea.

All right, that's search. Let's turn our attention to social media. Social media, in my opinion is unlikely to drive a lot of website or foot traffic for most medical practices, but it can still be a powerful tool for building trust and credibility with your audience. While most people aren't going to Facebook or take talk for, to search for a local provider, they may use social media platforms as a place to evaluate practices.

They have heard of therefore social media can still be a helpful tool for building your practice. Should also make sure that you choose your platforms. Also social media experts say you need to be everywhere. I recommend instead choose one or two platforms and focus your attention there for me, I, it would likely be Facebook and Instagram.

Those would probably make the most sense for most medical groups out there. But the choice is yours. If you try and be everywhere, you're going to spend way too much time for diminishing returns. You should also post to your social media channels regularly. This doesn't mean constantly or even daily. I feel that most medical offices could probably get away with one or two posts a week on Facebook and be fine.

You just want to show that your practice has a pulse, anything above and beyond. That is just great to make the most of your social media activity assign the role of social media manager to someone on your team. Even if you outsource your social media to an outside agency, you want someone on your team as a point person, someone who can share photos and suggest.

And you need to be HIPAA aware, many medical practices shy away from social media out of concerns about HIPAA. However you don't need to share, and you shouldn't share any individual patient information to be active on social media. You can share more general information like advances in the field, new research or new offerings from your practice.

So you may be wondering exactly what kind of content should you share in social media then? Um, really just simple, healthy advice is a good place to start. A physical therapist might show some stretches and exercise. A pediatrician might share the latest research on kids. Sleep cycles posts about your team will almost definitely get the most engagement on social media because people like people.

So make sure you have a list of birthdays and work anniversaries that you can promote there. Just make sure you get your team's permission before you start sharing these milestones. You can also shine a light on them for any awards or certifications they get, or community members. Yes community involvement.

Um, whenever you're doing work with, uh, an outside non-profit or maybe a local school, uh, maybe you're involved in one of those, uh, groups where you're open to anybody who needs medical services and you're just taking them, um, show those efforts, show that you're part of the community. And lastly, you do want to consider some self promotion.

This could be talking about specific offerings, awards you've won. And so on. Now that we've tackled some of the search and social elements, actually, I, now that I think about, I do have one more slide on social and it's about social ads because social media, as I mentioned, doesn't drive. Traffic or website traffic on its own.

In fact, people really tend to overestimate the power of social media for driving decisions, the platforms themselves don't like to send you traffic. They want to keep all that traffic for themselves so they can sell more ads. In fact, Facebook, which is probably going to be your number one platform shows your business page posts only about one to 2% of your fans or the people who like your page.

That means if you have a thousand fans, the average post is only seen by 10 to 20 people. Many of whom are probably your staff or your friends and family. So it's even going out to a smaller percentage than you may think. And how many people have a thousand fans, how many medical practice, if you do great, but a lot of medical practices have a hundred or 200 at most.

Well, the algorithm is not so aggressively bad for businesses on platforms like Instagram or Twitter. It does make the case for advertising on social. On Facebook, you can target based on age geography, gender, and more. However, Facebook does have some goals around advertising on health issues. For example, this photo here, absolute no-no and that's because Facebook will not allow you to include any content that may negatively affect people, such as a tape measure on a person's body.

That is literally one of the first things that they're going to look for. Facebook also rejects ads that have images that focus on conditions. They mentioned an example of a closeup of acne. Well, that's great. Cause nobody wants to see that anyway. So thank you, Facebook, uh, Facebook also, or reject your ad if you have idealized results, especially the use of before and after photos and Facebook says new to personal attributes.

In other words, you could say hundreds of main families trust our dermatologists, but you cannot say. Do you have an embarrassing skin rash? The word you is almost a trigger for these kinds of medical advertisements. All right. So let's move on to the website because at some point prospective patients are going to make their way to your website at along their customer journey to vet you to get information or to measure you against other options, it is critical to build trust right off the bat, and then provide them that your site visitors, your prospective patients with what they're looking for as quickly as possible.

Now there is no one right way to design a homepage. And certainly your specialty may determine some of what you want to put above the fold on the homepage. I see a lot of medical practices, especially non-traditional disciplines using non-medical settings with stock photography, and this can be effective.

Like example you see below you or icy below me. You see on your. Another approach is using custom photography, which I prefer showing real photos about your practice. However, as people are attracted to faces, I might recommend using photos of your team and possibly your team interacting with patients because of HIPAA regulations.

I might recommend hiring friends or family to play the role of patients rather than actually using patients. Uh, this example here, you would get to immediately see who you're going to be working with. And here's another approach. The action shot with real people who work in the practice. That's always nice.

When you see a photo on a website of somebody and it looks real, not like stock photography, and then you go into the medical Atlas and you're like, there they are. Um, so again, there's no one way to go, but personally, I like seeing photos of real people. And when I go to websites for service-based industries, like a medical office, that's going to be my recommendation.

Now, the website examples, I just showed you are all from the day. However, I cannot overstate the importance of your mobile experience, Google indexes websites, based on the mobile version of the website. If people are searching on their phone and you don't have a good mobile experience, you will rank lower lessen your chance of getting that new patient beyond the search engines.

Uh, if people arrive at your website on their phone and they find it difficult to use bill leave usually with a bad taste in their mouth. So here's a few things that you should consider with your mobile website, make your phone number very visible. You can use an icon to show or just post your phone number of the three examples you see there.

I prefer the mid middle option. I'm used to seeing phone numbers in the top right corner of websites. So if I look up there, I see the phone icon and I know I can just click. On the left example, the call button is right there, but for whatever reason, it just didn't pop out at me. Uh, and the phone number is also visible on the right example, but it's so small and it just doesn't pop, which brings up another important point.

Uh, don't make em, uh, elements on your mobile website. So small that it's difficult to click for the typical thumb. Now there are a number of medic, uh, Mo mobile friendly website. Let me try that again. There are a number of websites out there that you can see the mobile friendliness of your website for free.

I usually use Google's own test, just search on mobile friendly test and on Google. It'll likely be the number one results, and then you can just plug in your website URL and it will spit out a result telling you how mobile friendly it is and what you can improve. Very helpful tool beyond building trust.

What else do you need on your site? Well, what are your prospective patients need to make it. Right off the bat. First impressions. You want to have a clear message of what you offer. And I know this sounds obvious, but a lot of medical practices, practice websites I visited for this had very money messages, sometimes no message at all.

And other times they went for inspiration over clarity, clarity, trumps inspiration in these cases, um, also having a new patient or a start here button, make it as easy as possible for people to onboard themselves. Drive them to a page that has all the information they need, including downloadable forms they can fill out before they arrive it, make it easy to find locations and directions.

They immediately need to know if you're within traveling distance, but they also are going to want to know directions on how to get there, mentioned it before, but phone number, um, on a computer or tablet, very important. So people can pick up the phone, but even more critical on your mobile version on the phone.

So they can just click and call, uh, consider using. Button or color to draw attention to the phone number and place it on the top of every single page on your website and insurance or not, it will save them. And your staff time, as they try and determine does their insurance cover this, or are they going to need to pay out of pocket beyond the homepage?

What goes into building a more effective website? Well, I believe that local SEO will help you more than organic SEO. They benefit each other. Also doing what's good for Google usually is doing what's good for your site visitors. And to that end, you should have an individual page for every single service you offer many medical practices, list all of their services on a single page or not at all, but Google and your site visitors are looking for more.

And they're looking for clarity. They want to be able to quickly scan and get to where they need from the navigation. So it's absolutely imperative that you create a unique page for all. At least your major services. You should also create a page for all of your, each of your practitioners, especially the new ones.

One of the conversations I have, uh, again and again, with medical practices is how the owner or the original doctors are really busy, but they have new hires that need to get more patients by promoting the new hires and maybe less senior members of your team. You make them more attractive and build trust and credibility with your site visit.

Uh, now for some, a booking tool is essential. It definitely makes life easier for your prospective patients and perhaps your staff to book a time rather than go through a phone call and find a time that works. However, other practices don't want to make it too easy. They don't want no shows or bad prospects.

Uh, one, one way of minimizing, no shows is taking a charge on their credit card that get billed. If they don't show up or only making it available to returning patients, ultimately this is a business decision only you can make and intake forms. These can be tricky because of HIPAA regulations. However, it can make your life, your staff's life so much easier.

So it's worth considering the easiest way is just uploading and linking PDFs that people can download, print up, fill out and bring into the office when they arrive. Uh, if you are going to have people submit personal information online, you will need to take extra steps to encrypt that information. As a simple submission form or email will not.

Yeah, or we'll not meet HIPAA regulations. I know I keep coming back to local search, but really it's that important. I mentioned earlier that there are things you can do on your own website to increase visibility and traffic from the website. This is that moment. Google is looking for clues of where your office is.

So I would recommend having your full street address on the bottom of every single page on your website. And I'd also recommend embedding a Google map on your contact page and potentially in the footer of every single page on your website. Let's say you have multiple offices. Well, then they should each have their own page.

Just like the services I mentioned on the previous slide, uh, on that page, you should have details about the location, driving directions, photos from that particular office nearby shops and restaurants and people can visit before or after a procedure or a. Or a meeting points of interest hours, address directions, phone numbers, and more, you get the idea, right?

You want to create a really robust page about that specific office area. And if you are serving a wider area, you may want to consider having a page for each town talking a little bit about the town. I wish this wasn't true, but it does seem to make a difference when you are trying to get business from an outside town is just to have an additional page talking about that town.

So something worth considering. So what do I want you to take away from today's presentation? Focus on local. You probably knew that already, right? Start with your local search visibility. The biggest things to work on include optimize your Google business profile, getting positive reviews and getting local links be present on social media.

Just don't expect it to drive tons of traffic. If you really want to boost your traffic, you'll need to advertise on social media. And finally give your website to check up no pun intended to see what it looks like on a mobile device. Pull out your phone, not right now after the presentation, but pull out your phone and check your own website and see, is it easy to find out about the practice, the services, the hours and everything else, try to accomplish something like getting information or even booking an appointment.

All right. That's all the content I have for today. I want to thank everybody for paying attention. And we're now going to open this up to a little bit of Q and a. So if you do have any questions, please pop them into the chat or to the Q and a section. And I think we already have some questions, um, lined up just going to,

I have stopped sharing my screen. Right? Excellent. Sometimes you can't tell, right. Um, All right. So let's, if you do have some questions, pop them into the chat and I'll just read them and then we'll address them as a group. All right. Um, one question we have right here, this one's for Holly. What are ways in which companies are retaining employees these days?

That's a great question. Rich. Um, but I think going back to some of the, um, Parts of what I talked about earlier with hiring people and talking about your company culture and it's a sales pitch, right? So as we think about how we present, um, how our clients are, how our company is, what we're doing to make it a better workplace, think about what you can do to make it a better workplace.

So, um, current employees are so important to the culture and the success of the operation. So keeping them happy or doing things that are fun or different outside the box will help retain people. Um, a retention bonus. I think I mentioned it on the slide originally, too. If you offer one, if you don't, it's a good time to think about offering one and that can be anything from after two years, you get money or, um, more PTO days after a couple of years, or just, just things you're doing, um, to offer.

Your employees more in terms of flexibility, money, um, PTO, other retention programs are, um, offering lunch in the office every other Friday, if people are coming in. And again, that sort of helps with morale of people feeling like they really want to get more flexibility, but if you need them in the office doing things that make it a little bit more enticing to go to the office is also good.

Um, and recognition programs, making people feel proud of the work that they're doing and getting recognized for, for what you're proud of them for doing. So those are some ideas. That's great. Uh, Nick, I have a question that I

assume is for you. Uh, do banks require that a depository relationship is established with a lending relationship?

In other words, if, if I understand correctly, do I need to have money in your bank to get money from. Uh, in some cases it is required. It is strongly encouraged. As I mentioned in sort of in my presentation, we want to be your bank for all of your business banking needs. Uh, having that depository relationship helps us establish those other cash management tools that can save you money and time.

So it is strongly encouraged, although sometimes not require. Awesome. Um, there's a question I'm guessing is for me. And the question is what's the, and before you answer this, by the way, if you do have any questions, please fire them off and we'll answer questions until we run out of time or questions. Um, question is what is the best way to get patients to leave a review?

Um, and it's kind of touched upon this. It is tricky. You want to be aware that, you know, HIPAA is not asking, isn't allowing you to release any personal information about patients, but patients can certainly self identify and leave reviews. So. I think this is true in any business, but in the medical practice, for sure.

If you have somebody who's really grateful for what you did, and sometimes they'll even say, what can I do to let people know? Well, listen, if you're asking, I'm going to tell you, leave me a review, a Google or leading a review at health grades would really make a big difference. So if you have something positive to say, we'd love you to do this.

I know for our business, sometimes when people will say that we'll even send them a link to where they can leave a review, um, it's usually a best practice and you can't always control this, but a wide variety of different sources leaving you reviews. So sending everybody to Google for everybody to Healthgrades, uh, isn't necessarily good because it almost looks artificial.

So you might recommend a few places if they ask. But, uh, bottom line is they should leave a review, especially if they've left a review there in the past. So a review on Google means more if the person has left many reviews on Google, not just this one time, which kind of looks a little bit suspicious.

All right. Um, I got a follow up question for Holly, Holly, how do we attract diverse candidates? Definitely something of interest in this, uh, in this time period. Hmm. Hmm. Uh, first and foremost, make sure your postings all include

an EEO statement. So equal opportunity employer, something that says all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability, whatever, keep going.

Right. Veteran status, familiar status status Dymex domestic violence status. You can add, um, or any other status protected by law. So making sure you have some EEG. Statement with your job postings, highlights that. And then as far as, um, trying to find people looking in places that might be off the beaten path.

So, um, if you want more women, there's lots of associations that are women in work driven, women in nursing or whatever it may be. Um, if you have positions, just think outside the box about where you can look, the immigration center associations, um, groups on LinkedIn are sometimes a good, uh, resource point as well.

That's great advice and finding those people and sharing your job listings with them. Uh, usually it's very welcome and also a great way of just increasing the net that you're throwing out there to attract a diverse group of people to your job applications. Good advice. Uh, it looks like we're out of questions right now.

So I want to thank everybody. Who's on the call. If you came in late or if you left, if you miss something, don't worry where we recorded the entire session. And in the next few days, certainly by the beginning of next week, we'll have, uh, the recordings up. And if Nick and Holly are, are good enough to share their slide decks, we'll include copies of those as well.

And we'll make those all available on the fast-forward main websites. If you have any questions, uh, we'll probably send out, we'll definitely send out an email to everybody when those are live. And, um, but if you have any questions for myself, for Nick, for Holly, you can find our I'll include that contact information in the email.

And we thank you very much for your time and Holly and Nick. Great presentation state. Thank you very much for joining me. Thanks rich. Happy St. Patrick's day. Take care, everyone.