

Are Patient Newsletters Really Worth it?

When working with external marketing it simple enough to measure your response and return on investment. The mailer goes out and then we track the number of calls that come in, the number of new patients that we acquire and the website traffic that happens over the 10 days following the mailing.

With internal marketing and a more specifically Patient Directed Newsletters, understanding your true return on investment involves looking at things from a larger perspective with many very significant benefits.

To begin understanding the big picture benefits associated with a proactive approach to patient communication, ask yourself these questions;

- How aware are my patients of the scope of treatment and services available in our practice?
 - Do my patients know that I would like to grow my patients, that I am welcoming new patients and that we really appreciate their referrals?
 - I have invested so much in my education, training and office technology but how well do my patients appreciate the quality care that they are receiving?
 - With business becoming more competitive, what percentage of our patient file would we consider to be extremely loyal?
- Whether in print or by email, here are four key ideas to get the most for your Patient-Direct Newsletter Program;
 - Frequency is always the key... 2 – 3 times per year provides a proactive approach to patient communication while also working well into your marketing budget.
 - Be consistent with brand – the way the newsletter looks and how it reads should be consistent with who you desire to be as a practice
 - Professional and inviting layout... if the communication piece does not connect with the reader they won't read it at all
 - You are a people business... newsletters should be more than just about treatment related articles... enhance your patient relationships with news about you and your team

Once you establish yourself as a practice and reach a patient file of 500 active patients, you need to make patient communication a part of your marketing plan. With respect to boosting practice revenue, it is one thing to just be acquiring new patients... it is something much greater when you make the most of each client relationships.