



# 5 Winning Strategies to Get New Patients





We understand that running your own clinic has its challenges. Acquiring new patients doesn't have to be costly or difficult. With the right mix of marketing initiatives, your practice can get a consistent number of new patients coming to your clinic.

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**With these 5 winning strategies you'll be on your way to a thriving health clinic**

1. Set up up an email newsletter
2. Optimize your website
3. Connect with potential referral partners
4. Set up a 24/7 call system
5. Add your clinic to directories and marketplaces

## Tip #1

# Set up an email newsletter

If your clinic collects patients' email addresses and you're not keeping in touch with your patients, you're missing out. Sending educational and informative emails helps keep your clinic top of mind so patients are more likely to return to your clinic or recommend your clinic to family and friends.

Set up an email newsletter to stay in touch with your patients. Most practice management softwares have an email functionality but if the one that you use doesn't have one, you can use a simple email tool like [Mail Chimp](#) or [Sendgrid](#). If you'd like help setting up the software and putting the content together, check out [Fiverr.com](#) or [Upwork.com](#) to find someone that can help.

### Why send email?

- Email generates [\\$42 for every \\$1 spent](#), which is an astounding 4,200% ROI, making it one of the most effective options available. [Source](#)
- 90% of email gets delivered to the intended recipient's inbox, whereas only 2% of your Facebook fans see your posts in their news feed. [Source](#)
- 4.24% of visitors from email marketing buy something as compared to 2.49% of visitors from search engines and 0.59% from social media, according to a survey conducted by Monetate. [Source](#)

## Tip #2

# Optimize your website to get new clients

Is your website set up to attract new clients? Is your website being found on Google? If you have someone that works on your website, talk to them about updating your title tags, meta description and headers, which will improve your website's ability to rank on Google ([SEO](#)). Use this [on page SEO checklist](#) to improve your website's ability to rank on Google. [Set up Google Search Console](#) which tells you how your website is indexed on Google and if there are any errors. It tells you the times your website has appeared in searches and the click through rate.

Adding quality images of your clinic and staff will create a high quality website with expertise, authority and trust, all factors used when ranking websites on Google. You can find a local photographer or use a website like [Bark.com](#) to find someone who can take professional looking pictures of your clinic and clinic staff.

### Why Optimize your website?

- It helps your clinic's website be more visible on Google. Typically people do not look past the first page of search results therefore continuing to improve your website search ranking will help your clinic get found
- While increasing organic traffic is a long term strategy the effects can last for years

## Tip #3

# Connect with potential referral partners

Create a one page document about your clinic that outlines services offered and frequently asked questions. Include what makes your clinic unique and your contact information. Send the one pager to practitioners who could refer patients to you and your clinic. Family practice doctors, walk-in clinic doctors and doctors who provide virtual care are great to connect with.

Call or visit each clinic or practitioner you send your one pager to so you can introduce yourself and they can become familiar with who you are.

This can be a very basic FAQ page that can be created using a template from a free design program like [Canva](#). You can also hire a freelance designer on [Fiverr.com](#) or [Upwork.com](#) for as low as \$50 a project. Once you have a well designed FAQ page that you are ready to print and share with local practitioners, you can print 25 copies for as low as 0.96 cents each on [vistaprint.ca](#) or visit your local print shop.

## Why make business connections to increase your referrals?

- 54% say that referral programs have a lower cost-per-lead than other channels. [Source](#)
- Marketers rate referrals as the 2nd-highest source of quality leads. [Source](#)
- Patients trust physicians therefore when they recommend a specialist, a patient will likely go to the clinic that was recommended since it saves time from them doing research on their own and the referral was from a trusted person.

## Tip #4

# Set up a 24/7 call system so you can capture missed appointment bookings

Call tracking gives you the ability to see how your clinic is doing on the phones. How many calls are being answered, missed, appointments being booked, etc. The average clinic only answers 70% of calls. That's 30% of the time potential new patients could be calling your clinic to book an appointment and the call is missed. Install a call tracking software so you can track and improve your answer rate so appointment requests are not missed.

Additionally, if you have an appointment booking feature on your website, tell people about it in your voicemail greeting to encourage them to book an appointment online.

If you're interested in setting up a call software, [CallRail](#) has a free trial and their lowest plan starts from \$45/month. Another popular option is [Call Hero](#) that has pricing from \$50/month.

### Why set up a call tracking system?

- You can find out what days of the week times of day you get the most appointment phone calls so you can set up a system so these calls are not missed
- Use call tracking phone numbers that are forwarded to your clinic phone number so that ROI can be tracked on marketing campaigns. Use a unique phone number on Facebook ads or Google listing to understand exactly where new clients are coming from
- If a patient called to book an appointment but didn't actually book an appointment a call tracking system can track these calls so your clinic can try to win back these patients
- [Source for all](#)

## Tip #5

# Add your business to directories and marketplaces

List your clinic where people are searching for the type of care your clinic offers. If you're not a member of your provincial practitioners' association, it's worth it to become a member. Industry associations offer professional development opportunities, a directory of all members and partner with companies to help grow your business.

There are many directories that list health clinics, research the ones that make sense for your industry. Medimap is a website that thousands of people use each day to search and book health care appointments. Getting listed on Medimap will increase your clinics' exposure and help to ultimately bring new patients. If you haven't reviewed your "Google Business Profile" account recently, log in and make sure all your information is up to date and your listing best represents your business. As a local business, it's worth the effort to ask for Google reviews which can give your clinic that extra boost compared to your competitors.

When adding your clinic to these directories, carefully craft a unique description of your clinic. This is often what will determine if someone clicks on your listing or another clinic.

### Why use directories?

- Expose your business to all the users of each directory that your business might not have gotten in front of without the listing
- This allows your business to be where your competitors are
- Many forms of advertising can be costly and difficult to determine ROI, with directories and marketplace listings there's little to no risk. Many listings are free or only charge when a patient books an appointment.

## Bonus Tip

# Start a YouTube channel

Start a YouTube channel to share videos of what your clinic has to offer. These videos could be practitioners talking about common questions, demonstrating stretches or exercises. As you create and share videos on topics that are being searched for, this will increase your brand presence and create trust. Some people like to read articles while others prefer to watch videos. If you already have a blog on your website, repurposing articles into short youtube videos is a great way to get the ball rolling with content without having to create content from scratch. You'll be able to tap into a new audience that otherwise may not have found your clinic.

Clients want to feel like they can trust the practitioners who will give them care. If you don't have someone that can film a quality video for you, you can use a website like [Upwork.com](https://www.upwork.com/) or [Bark.com](https://www.bark.com/) to find someone local with good reviews. Once you've recorded a video, you can [follow these steps](#) to set up a YouTube channel for your clinic.

## Why start a YouTube Channel?

- Tap into all the YouTube traffic that already exists. YouTube is the 2nd largest search engine.
- Marketing on YouTube will help your business be found on Google.
- You can repurpose content you've already created for YouTube. Blogs can now become videos.
- [Source](#)



# Key Takeaway Checklist

- ☐ Create an email newsletter with updates and educational content for your patients
- ☐ Improve your website's ability to get found on Google by adding quality content and completing the [SEO Checklist](#).
- ☐ Create a one page document with Frequently Asked Questions related to the services you offer and send to practitioners who can refer new patients to you and your clinic
- ☐ Set up a call system to monitor and track calls
- ☐ List your clinic on directories where people are searching for the services you offer.
- ☐ Visit <https://medimap.ca/For-Clinics> to get your clinic listed on Medimap
- ☐ Start a YouTube channel with quality videos showing your clinic's expertise

# Contact Info

For more information on how to get your clinic listed on Medimap, visit [medimap.ca/For-Clinics](https://medimap.ca/For-Clinics) and complete the form to get in touch

[Learn More](#)