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## Telemedicine Marketing Tips



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The COVID-19 pandemic has propelled telemedicine into the spotlight, but making it a permanent part of mainstream medical practice in the new era of healthcare will take some marketing muscle. Changing habits, building trust and improving the patient experience are at the forefront of the challenges providers face. The following marketing tips can help telemedicine providers build awareness and patient engagement. While the level of effort and investment in these marketing activities can vary, it is clear that marketing actions can make the difference between the providers that thrive and those that do not.

### Create and nurture a loyal patient following

#### Build awareness

- 1** Traditional medical providers should introduce and/or remind patients of **your office's telemedicine options** through whatever regular channels you establish, i.e., letter, text, email, direct mail, and phone call. Send periodic reminders defining the ideal conditions and circumstances for which to try telemedicine first.
- 2** Prominently **display your telemedicine hours and access information** on your website and in your online directory listings, and highlight any specialty service lines you offer.
- 3** Hospitals and office-based practices should have **visual displays** about their available telemedicine services. A waiting room is a perfect place to promote telemedicine's advantages of shorter waits, no required travel time and ideal social distancing from other sick patients. Be sure to include details such as which health plans cover your telemedicine service and feature cost savings, if applicable.
- 4** Feature **in-office explainer videos** on your telemedicine services and include real patient testimonials, if you can.
- 5** Take advantage of the **in-person appointments** to personally assure your patients of the quality, security and safety and other benefits of trying your practice's telemedicine offering. These meetings also present a perfect opportunity to address any questions or misconceptions.
- 6** **Dedicated telemedicine practices** need to work even harder to build awareness than physical practices. Having a website and a blog is not enough. People are mostly unaware of the gamut of telemedicine service providers and the many lines of expertise available. To move the needle on awareness, consider implementing paid marketing to target key target groups for your telemedicine service line. While this requires an appetite for investment, you can test or pilot a targeted paid program to determine what works and then scale to need.

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## Develop trust

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- 7 Develop trust as a **go-to medical expert** with curated and original content through an e-newsletter or blog and activities on social platforms that are appropriate to your patient base. Consider topics for streaming on Facebook Live, Twitter Chat, webinars, etc., and promote them and your medical experts appropriately.
- 8 Offer online **virtual Open Houses** to introduce your practice, have attendees meet the doctors, demonstrate how your telemedicine practice works, and answer questions.
- 9 Reinforce trust and drive traffic to your website through **digital assets** such as topical videos, eBooks, checklists, FAQs, etc.
- 10 Consider implementing a **visible review rating**. This will keep your medical staff accountable and provide a metric that can help people feel comfortable choosing your service.

## Sustain and grow utilization

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- 11 Nurture the connection with patients through **periodic email and text reminders** as well as information on important health news. These communications may be implemented through automated email marketing.
- 12 Create a welcoming and informative **onboarding experience** for new patients.
- 13 Personalize your patients' experience through **regular follow-ups** after appointments to check on their post-appointment wellness and appointment satisfaction.
- 14 Implement a tasteful **referral program**, such as committing to donate to one of several health-related charities for each newly referred patient.

### About Media Logic

[Media Logic](#) is the strategic marketing partner of choice for leading global, national and regional organizations in the health care, financial services and technology industries. We deliver a full range of solutions for branding, demand generation and growing/retaining customers.

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