

# The Phenomenon of Dr. Google

# Who is Dr. Google?

- Your Major Competitor
- Most famous doctor on the planet
- Almost every one of your patients consults with her before they contact you
- Dr. Google only performs house calls and is open 24/7/365



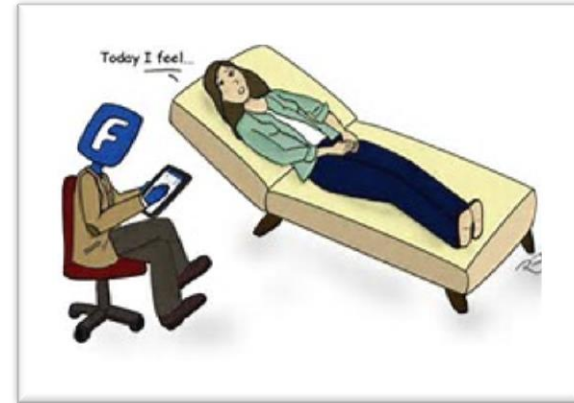
# Who is Dr. Google?



- Does not charge your patients for her advice, but her advice changes every time you ask her about your symptoms.
- Never pinpoints what is wrong, leaving your patients to guess what they have and self-diagnose.
- Your patients are not seeing you because of they trust her implicitly.

# What can you do to stop Dr. Google?

- To combat Dr. Google and her team of copycats, Dr. Facebook and Dr. Twitter, you need to turn your practice into a Learning and Service Center.
  - Improve Your Website
  - Master Social Media
  - Embrace Telehealth
  - Utilize “Personalized” Email
  - Turn Practice into Education Center





# Improve Your Website

- Make sure your patients can find the information they need on your website.
- Invest in a robust education section on your website that explains:
  - Your specialty
  - The services you provide
  - The disease states you treat
  - Information on how to know when to make an appointment versus running to the emergency room

# Improve Your Website

- Work with your web developer:
  - Make the site easy to use
  - Create hot buttons to learn about frequent issues
  - Keep the design clean
  - Tell everyone how great your practice is upfront and center

# Master Social Media

- Build Awareness of Your Practice's Expertise by Utilizing the Big Five:
  - YouTube
  - Facebook
  - Twitter
  - Instagram
  - Pinterest





- Create short videos on the who, what, where, and how of your practice
- Present topics in light, easy to understand manner
- Shoot on your cellphone; hokey is good
- Personalize the office by featuring staff, practitioners, and more
- Perfect for Friday afternoon team bonding



- Create a “Fan Page” for Your Practice
  - Allows you to:
    - Post interesting topics and personal messages
    - Promote events
    - Introduce new staff
    - Encourage dialogue between patients
    - Add your YouTube videos for added exposure
    - Engage patients in private conversations



- Twitter allows you to do the same things as Facebook plus:
  - Interact in a quicker, less formal manner
  - Post images and videos to spur discussion to a wider audience
  - Follow peers to see what topics are resonating with their patient base
  - Create flash alerts for important practice issues

The background of the slide is a collage of various food and drink items, including a pizza, a burger, a drink in a cup, and a bowl of food, all in a faded, light gray tone.

## Instagram

- Very trendy for your younger patients
- Post photos and quick captions
- Great for “specials” and news flashes
- Let patients know when you are at community events
- Introduce new staff as soon as they start



# Pinterest

- Social photo board
- Great for recipes, healthy activities, candid office shots
- “Mom” is a power user of this medium
- Focus on what makes her tick
  - Exercises
  - Disease Recognition
  - Health and Beauty Tips

# Embrace Telehealth

- Invest in making your office telehealth friendly
  - Patients need to have the confidence that someone will answer their emergency calls during off hours and be able to discern whether they are having a true medical emergency or something that can wait until morning.
- Get a simple telehealth program from Skype or a more robust one from Telehealth Services to safely and securely diagnose the situation
- Share the duties with your partners or outsource them so you are not on call 24/7



# “Personalize” Communications

- In addition to sending birthday cards, appointment reminders, and newsletters, focus on reaching people based on their disease states
  - **Send targeted emails to your diabetes patients with tips, recipes, and exercises. Do the same for each disease state.**
- Have your office call after every visit for any patient questions or confusion especially after a new diagnosis
- Send patients a record of their appointment including a copy of your notes and their action plan.



# “Personalize” Communications

- Increase your monthly communication:
  - Send your patients planning tools for their appointments, things like food journals, exercise logs, sleep logs, etc.
- Don’t worry if you think it is overkill. Anything that gets them thinking about your practice as the go to for their health is worth the interruption.
- There are great third party software programs that can automate this.

# Improve Your Office Experience

- Turn Your Office into an Education Station:
  - Invest in digital patient education in your waiting, exam and in patient rooms.
  - Work with a company like Halo Health who customizes the content so that the only message your patients hear is yours.
  - Tell your patients about your services, your community involvement, your ancillary service providers, and your staff while they wait.




# Improve Your Office Experience

**Your Practice Logo**

Welcome to Our Practice

W 88° F / 31° C  
Philadelphia  
2:55 pm

**Did You Know?**  
Thirty Minutes of Exercise, Three Times a Week Can Help Reduce the Risk of Heart Disease



Don't forget to schedule your flu shot; The Doctor will be with you shortly

**Your Practice Logo**

Welcome to Our Practice

W 88° F / 31° C  
Philadelphia  
2:55 pm

**Did You Know?**  
Dr. Jane Smith graduated from Thomas Jefferson University in 1996 and is Board Certified.



Don't forget to schedule your flu shot; The Doctor will be with you shortly

- Turn Your Office into an Education Station:
  - Give them tips on how to live healthier, feel better and be more productive.
  - Deliver this information on HDTVs or Tablets-formats patients are used to viewing.
  - Inform your patients on all of the extra services that they receive by working with you- and how you are the only resource they need to manage their health.
  - Show them with your latest technologies.

# Why Invest in These Methods?

**Quite Simply:  
Higher Patient  
Satisfaction Surveys**

PATIENT SATISFACTION SURVEY RESULTS	Mean for 2005-
Question	2014
1. The phone operator and call center	87%
2. The reception staff	92%
3. Receiving a timely appointment	88%
4. Education and explanation of plan provided in a way that I can understand	92%
5. The follow-up and coordination of my care	92%
6. The staff addressing my medical needs today	91%
7. The time spent waiting	87%
8. The respectfulness of staff	92%
9. Receiving test (X-ray and/or lab) results and recommendations in a timely manner	87%
10. The handling of my personal medical information in a private and confidential manner	94%
11. Your Medical Assistant	91%
12. Your health provider (Doctor, Nurse Practitioner, Midwife or Physician Assistant )	94%
13. Overall, how satisfied are you with the Health Center?	93%

# How will Patient Satisfaction Rise?

- You will have more Productive Appointments
  - Patients will be better informed on what services you provide
- You will have better Patient Conversations
  - Your patients will be more in tune with how to discuss issues with you
- You will see greater Positive Outcomes
  - Your patients will see you as an authority and will work with you
- Your patient will have greater Rates of Compliance and Adherence to Therapies
  - Your patients will invest in you since you are investing in them



## Other Benefits

- More Patient Referrals
  - Patients who are satisfied are more likely to recommend their physician
- Higher New Patient Inquiries
  - Your practice's exposure will grow as your online presence grows
- Strong return on investment (ROI)
  - Many practices see returns greater than 5X investment

Call Halo Health, we can help you...

Do more than work with an education company that pushes pharmaceuticals and retailers on your patients. Work with one who understands how to combat Dr. Google.



Contact Us ([jim@haloheals.com](mailto:jim@haloheals.com)) or  
(856) 520-8655 to see how Halo Health can  
make your office the go to resource  
for your patients.

Learn more at [www.haloheals.com](http://www.haloheals.com).