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You can always read, download and sign up for our newsletter at fwmnewsletter.com

UPCOMING DOCTOR MARKETING EVENT

JOIN US AT THE 8TH ANNUAL TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT FOR PODIATRISTS

It's Time to Transform Your Practice into the Practice You Know It Can Be
Sep 12, 13, & 14
Arlington, VA
Find out More on Page 4



Buster Tate, COO of Foster Web Marketing.

The Business of Running a Business

by Buster Tate, COO of Foster Web Marketing

“They did not teach me how to run a business in medical school.”

We often hear this from clients expressing frustration at the breadth of issues they have to deal with that are not directly involved with the practice of medicine. Regardless of individual motivations as to why you became a physician, the fact remains that you are running a business. As a business owner, there are a number of inalienable responsibilities that must be managed.

Over the next few weeks, I will be writing about principles of business that are critical to your success. We will discuss the strategic, operational, and tactical elements of planning and executing a well-reasoned business model and share lessons learned from some of our most successful doctor clients.

To get the most out of this series of articles, I want to set two foundational points to frame our discussion about running a medical business:

First, you must adopt an entrepreneurial mindset. There are many ways to accomplish some of the routine tasks of running a medical practice (automation, outsourcing, flexible personal policies, etc.). Some doctors are quick to assess challenges and adapt creative solutions; others become rooted in traditional methods. You need to maintain an open mind and be willing to fail in order to get better.

Second, you must “trust, but verify” that all

of the processes, procedures, and protocols for your operations are working as designed. Adopting a “trust, but verify” philosophy for every element of your business may be the single most impactful tactic you can apply to improve your operations. We find countless examples of practices that set up quality intake processes on paper, but fail to verify that their personnel are following the prescribed processes (except when the boss is listening) or treating potential patients in the manner the doctor expects. We have seen practices spend tens of thousands of dollars on marketing to get the phone to ring, only to have potential patients turned away by a receptionist with low energy or a bad attitude. Have someone you trust call your office posing as a patient to verify the experience. If you are using a tracking phone number (provided by FWM) on your website, you can listen to the calls in DSS (your website management software). This is but one example of trusting that your people are doing as you have asked but verifying it is so.

If you can maintain an open mind and embrace a “trust, but verify” philosophy, you can get great value from the ideas to follow. 🌐

Next time, we will begin our discussion at the strategic level to articulate the goals for your practice and create a path forward.



Be sure to register for the 2014 Top Practices Summit! Buster will be there to answer your questions on the business of running a business! Visit here to reserve your space: bit.ly/1sCgU8M



Meet Lindsey Daher

Lindsey is Foster Web Marketing's Assistant Manager of Content Operations. She makes sure that all of our clients receive creative, custom content from our team of "made in the USA" writers. Lindsey's drive to make each day better than the last makes her not only successful in life, but also in her work.

A Passion for Content

Lindsey comes to us through her childhood friend, and our Manager of Content Operations, Hannah McNaughton. She just so happens to have the same passion for quality content and the same keen eye for editing as her dear friend Hannah—and for sharing that knowledge with our clients!

Lindsey's advice for creating quality content:

- First and foremost, you should determine who your ideal patients are.
- Then focus on writing content that is appealing to those specific patients. Get inside their heads and find an angle that will appeal to them.
- Content should be well written and organized—do not cut corners!
- Be sure to make your content visually appealing by adding relevant images.
- Edit your content! Your readers are looking for reliable information, and if you can't dot your I's and cross your T's, you won't be perceived as an authority. Ensuring that your content is free of spelling mistakes and grammatical errors will help you stand out as a leader in your field.

Giving Back and Staying Active

As a true humanitarian, Lindsey's passion for making the world a better place does not stop with content. Lindsey works with the Luz Project, a non-profit organization focused on bringing charitable work and ministries to the poverty-stricken area of Alagoas, Brazil. When she is not busy writing top-notch content or helping to save the world, she enjoys running, wakeboarding, and CrossFit. We wouldn't mind borrowing some of her dedication and ambition! 🌍

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CTA: Learn more about Lindsey in her FWM bio! bit.ly/1jnz050



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



[Facebook.com/DynamicSelfSyndication](https://www.facebook.com/DynamicSelfSyndication)



[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS?

Our phenomenal team of developers has been busy this month (just how we like it)! Their newest releases include some awesome new features to the Customer Relationship Management (CRM) module as well as some pretty sweet updates to Version 3 site features.

To kick things off, our contact import within the CRM has really stepped things up. If you import a list of contacts, you can now add custom mapping. This means **YOU get to choose exactly what columns you want to import from your spreadsheet, with no limitations!**

In addition to the custom mapping, we've also given you the ability to create custom columns, which puts you in charge of the information you can track in your CRM. For example, if you want to create a column for personal injury clients, you can do it—you can even label the injury! Even better, the search feature handles your custom columns.

We've also enhanced our newsletter feature by showing you the number of emails that will be sent prior to hitting "send," so you have a better idea of how many people your newsletter will reach. In addition, when importing your contacts, you will be alerted to potential duplicates so that you can merge them.

If you're not using the CRM module already or haven't seen any of the new features, it is time you checked it out. Call our Customer Service team at (844) 531-4797 to get on the upgrade list (no charge!) or set up a demo.



Rem Jackson Talks About the Importance of Online Reviews for Doctors and *How to Get Them in Three Easy Steps!*

by Tom Foster

Recently, I sat down with Rem Jackson, my mentor, friend, and business partner serving the medical market. If you don't know Rem, he is a renowned physician marketer and one heck of a nice guy. Anyway, we spoke about why reviews matter, and he told me exactly what he tells his clients.

Here's what you have to understand: Online reviews are essential to any business, but when it comes to medical practitioners, they are critical. A recent study reported that *72% of consumers trust online reviews as much as personal recommendations.* Regarding reviews, "reputation" matters the most to consumers looking for doctors and dentists. You can read more about this study and how to take charge of your online reviews at bit.ly/1rNi8wy.

If you've ever shopped online or searched for a restaurant, it's likely that you've read a review. Because reviews are supposed to be honest opinions from consumers who don't benefit from leaving a review, we are inclined to trust them. So how many reviews should you have? Rem's advice is to get 100 reviews. It will take time, and it will take some effort, but even if you start with just ten reviews, you will stand head and shoulders above the rest. If you already have 100, go for 200!

If you have 100 reviews, you will have some negative reviews. While you obviously don't want too many negative reviews, a few can actually be beneficial. They add authenticity and lend power to your positive reviews!

Rem's Three-Step System for Getting Great Reviews

If you implement a regular, systematic program for getting your patients to give you a review, over time, you will overwhelm every other practitioner in your area.

A recent study reported that 72% of consumers trust online reviews as much as personal recommendations.

1 Start with the doctor. When a patient thanks you for your help or tells you how much better he feels, ask for a review! If you mention to your patients that you would love it if they left a review online, they will likely agree to it. However, they probably won't do it. Not because they are being dishonest, but because life gets in the way. So...

2 Have an oversized postcard in every sitting room, with instructions on how to leave a review. By guiding patients through it, you make the task easier for them. The doctor who asked for the review should hand the patient the card when asking for the review. Even

still, patients probably won't leave a review...

3 When checking out, have the front-desk clerk say, "Wow, it looks like you've agreed to leave us a review!" How wonderful! I will email the instructions to you. That way, you can just click on the link to get there. It will be much easier."

The three steps are all efficient, but they work best when you put them together. By giving your patient three different prompts to leave you a review, you are holding them accountable and reminding them how much it means to you. 🌐

Rem Jackson is the Founder and CEO of Top Practices, LLC, a company dedicated to helping professionals reach their full potential through innovative marketing, sales, management, and professional



Rem Jackson, Founder and CEO of Top Practices LLC.

development programs. Rem has been guiding professionals and business leaders as a coach and trainer for over 18 years. Please go to www.toppractices.com for more information about Rem and his company.



Did you know reviews are a BIG DEAL for local search rankings? Check out this article at bit.ly/1qGzrMr.

FAQ



Tom Foster

Q: Can I use great reviews from Google+, Yelp, or other review sites on the website for my medical practice?

A: No! I absolutely do not recommend copying and pasting reviews from review sites onto your medical practice's website, social media accounts, or emails. Why not?

1 It looks suspect. If potential patients find identical reviews on multiple sites, it will lead them to believe that the reviews aren't authentic.

2 It may violate the poster's rights. Without express permission from the writer of the review, you are opening yourself up to copyright issues. Not good!

3 It could get the original review removed. Even if you get the permission of the reviewer and repost the review, doing so could get the original review deleted from the review site. These sites have ever-evolving terms and stringent policies, so it's better not to risk being punished for duplicate reviews.

4 It could affect your site ranking. When you copy and paste a review, you are creating duplicate content—a big no-no in the SEO world. Reusing reviews could either get the original review site or your website removed from search results.

Alternatives to Duplicating Reviews

Use the time it would take to copy and paste the positive reviews to ask satisfied patients for a testimonial. Testimonials—especially the video variety—add credibility to your website and boost conversion. Also, don't forget to ask for reviews in the first place. I know it's hard to do, but it's worth it, trust me!



Use the time it would take to copy and paste the positive reviews to ask satisfied patients for a testimonial.

September 12, 13, and 14: Join Us at the 8th Annual Top Practices Marketing and Management Summit for Podiatrists

If you're interested in hearing exactly how to make your podiatry practice function the way it should, then you need to attend the 2014 Top Practices Summit!



Being a doctor is one thing—being a business owner, marketing director, office manager, staff trainer, and networking specialist was likely not what you had in mind when you received your medical degree. Luckily, many physicians have been there before, and Top Practices has helped them do it all.

From the Marketing Workshop, to "CEO School," to the Mastermind's Roundtable, you will be exposed to every possible facet of creating and building a successful medical practice.

The 2014 Top Practices Summit will take place **September 12, 13, and 14** in Arlington, Virginia. Rem Jackson, Podiatry Marketing Expert, will take you through the process of owning, operating, and marketing your practice. Along with renowned marketers Tom Foster and Ben Glass, you will learn exactly how to take control of your future, and the future of your business.

The conference will start with a goal-setting workshop, where you will learn how to set excellent, and achievable, goals for your practice. By setting these goals from the start, you are laying out the foundation for the rest of your time spent at the summit! From the Marketing Workshop, to "CEO School," to the Mastermind's Roundtable, you will be exposed to every possible facet of creating and building a successful medical practice.

Kick-Start Your Practice With Custom Videos!

Video is one of the greatest ways to attract attention, generate leads, and garner trust with your potential patients. **If you're going to the summit, sign up for one of our video slots today!**

As part of our exclusive Top Practices Summit video package, we are offering a one hour green-screen video shoot with our Emmy Award-winning production team right at the Top Practices summit, along with **12 fully produced clips for the great price of \$3,500.** We will edit, produce, and send the clips directly to you! Want to learn more? Give us a call! 888-886-0939. 🌐



Register for the 2014 Top Practices Summit by visiting here: bit.ly/1sCgU8M. We look forward to seeing you there, and making the most of your marketing efforts!



For practical advice on creating a highly effective review-gathering strategy, go to bit.ly/1npqS6t.

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