

JumpStart Marketing for Physician Practices





JumpStart Marketing Program

Has your practice executed unsuccessful marketing efforts in the past? Been too busy processing claims, negotiating reimbursement and managing staff to promote a new physician or technology investment? *Phyzoom is here to help*. We are focused on working with office managers and physicians to build marketing strategies to reach their key demographics.

Our Jumpstart Marketing Program is designed to set your practice on the right path with a thoroughly prepared marketing strategy ready to be implemented with little effort. Our talented team will freshen up your current marketing, integrate new communication channels and train you on how to maintain the program, consistently.

Website and Search Engine Strategies

- Website Design
 - Our experienced designers will create a custom, creative website layout that will have your patients bragging.
- Logo/Image Design or Upgrade
 - Logos help give an identity to your practice, and give your patients an image to refer to in their mind.
- Web Hosting
 - Your website will be hosted by Phyzoom's secured web services.
- E-Mail Hosting
 - Phyzoom can host e-mail addresses, which allows you to have personalized e-mail domains (ex. <u>Joe@yourpractice.com</u>).
- Website Analytic Reports
 - Phyzoom will send you a monthly report of your website's analytics, including traffic sources, number of page views, and so much more!
- Search Engine Optimization
 - Search Engine Optimization (SEO) is the process of making enhancements to your website to influence its rankings in search engines. Phyzoom's team of experts will help generate traffic for your website through search engines like Google[®], Yahoo! [®], and Bing[®].

Websites that include a maintained blog are visited 55% more than those without.



Social Media Strategy

- Physician/Practice Blog
 - Phyzoom will set-up your blog, normally within your website, so that you can share thoughts about healthcare studies, procedures, or anything else that is on your mind!
- Blog Topics
 - You may have heard that it is important to blog, but you just aren't sure what topics to write about. Phyzoom's experts can give you a wide range of options to discuss within your specialty.
- Twitter and Facebook Start-Up
 - We will get you set up on great social media tools, and give you how-to advise to make using these new-age technologies as simple as possible.

Consumers exposed to a brand in social media are 2.8 times more likely to search for that brands products or services.

- Phyzoom will even integrate your blog posts to show up automatically into your Twitter, Facebook, and other social media accounts!
- Twitter Skins
 - Phyzoom's design team can create custom Twitter backgrounds for any healthcare organization or practice. They help to personalize your Twitter page, and help inform page visitors on how to contact you.



Copy Writing

- Press Releases (6)
 - Let Phyzoom's experienced writers create a press release to promote a new physician or health observance campaign, and watch as your content views soar!
- eNewsletter (Quarterly)
 - Our designers will compile the perfect template to allow your practice to effectively deliver news updates to patients, partners, and providers. Phyzoom can also manage your eNewsletter database to take the worry off of your books.
- Specialty Articles
 - Take advantage of Phyzoom's ability to create authentic, quality content for your website, blog or media relations piece. Our content will enhance the depth of your site, and create a source of knowledge for current and future patients.
- Practice Brochure
 - A professionally designed and high-quality practice brochure is a useful marketing tool that provides your patients with the information they need to make an informed decision about their care.



Quarterly One-on-One Consultation

• Communication is always flowing between Phyzoom and its clients. We want your input and feedback, and scheduled meeting times are great opportunities for reflection. We will schedule four (4) consultations over the twelve (12) months following the deployment of your JumpStart Program.

There is not a better way for a practice to start off the New Year than with an effective marketing message and campaign. Let Phyzoom promote your healthcare organization to your key markets, while you focus on the most important part of the process – your patients. Learn more about how Phyzoom can help your practice or physician by calling 1+800-792-9921 or send an e-mail to <u>marketing@phyzoom.com</u>.

