



## Marketing Pulse

Amplify your marketing,  
grow your practice

Hi Dr. ,

I can't believe the end of August is right around the corner! Our nights here in Rhode Island are already getting cooler and we're starting to see the leaves change color. We received so much positive feedback on our pilot marketing newsletter that, in the spirit of back-to-school and picking up the pace, we've rushed to get this next one out to you.

September is a busy time for most practices. While it can be tempting to put marketing on the back burner, now's the time to take a look at what you're doing and what you're not doing – and ramp it up! We've kept that in mind with these quick tips and tactics that are easy to digest and implement. From the bottom-line benefits of providing online content to upgrading patient communication technology, we've highlighted some interesting food for thought. And if there are other things you'd like to know more about, please let me know!

All the best,

Elise B. Hamann  
Director of Sales and Marketing  
Phone: 401-333-6500  
Email: [elise.hamann@curamedix.com](mailto:elise.hamann@curamedix.com)  
<https://www.curamedix.com>

## Featured Articles



### 6 Reasons to Text and Chat with Patients

Here's a stat that may startle you: Nearly 50% of the population is Millennials and Gen Zers! What probably comes as no surprise is that they prefer to interact via text and chat. Find out what they expect as patients and what your practice can do today to get ready.

[Read On](#)



### 3 Ways Great Content Attracts New Patients

When you post content on your website about your practice, specialties or special technologies (like EPAT), it establishes you as an expert in your field. It also attracts new patients and increases referrals -- but only if you're doing it right! Keep these tips in mind.

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### How important are patient reviews to my practice?

The data is in and the quick answer is more important than ever. Consider these facts:



**70%** Americans who are influenced by online physician reviews

**95%** People who say online reviews are "somewhat" to "very" reliable

**41%** Consumers who still check reviews even when referred by another physician

**\$600K** The estimated lifetime value of a new patient

## Let's Get Social

### Three Ways to Grow Your Network on LinkedIn

LinkedIn is all about who you know. When you have a lot of quality connections, people can easily find you when they need a doctor or want to refer to you. How do you build your network? Here are three ways to make it happen:



#### 1. Add people you already know

From med school friends to your referral partners, connecting on LinkedIn is as simple as searching for your colleagues and clicking the "Connect" button.

#### 2. Download the LinkedIn App

You meet a doctor who is interested in sending you patients. With the LinkedIn app, you can immediately send a request to connect. It's a lot easier than tracking another business card!

#### 3. Encourage others to connect on LinkedIn

When you include your LinkedIn URL in your email signature, your email contacts will be able to readily find you. [Learn how to create one.](#)

*ProTip: When you invite someone to connect, LinkedIn automatically generates a generic message. Want more people to accept your outreach? Make it personal and create your own message to let the person know why you want to connect.*

### More Marketing Support Available from CuraMedix

Did you know that your investment in EPAT comes with plenty of marketing tools to help you educate patients and find new ones? One way we can help is by providing regular posts for your LinkedIn, Facebook and other social media channels.



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### Your Turn: What Are We Missing?

Whether it's more social media posts or tips on how to improve your search engine ranking, we're here to help. [Just let us know your ideas, and we'll be sure to include them in a future issue.](#)

