



Marketing Pulse

Amplify your marketing,
grow your practice

Welcome to *Marketing Pulse*! Our all-new bimonthly newsletter is packed with marketing ideas that will help you **strengthen patient communication** and **set you apart from other practices** in your area.

In each issue, you'll receive valuable marketing best practices for healthcare professionals. We'll distill them down into a few friendly tips, "did-you-know" pearls, and easy-to-implement marketing ideas. So dig in now – and be sure to share your ideas at the bottom on what else you'd like to see and how we can help!

All the best,

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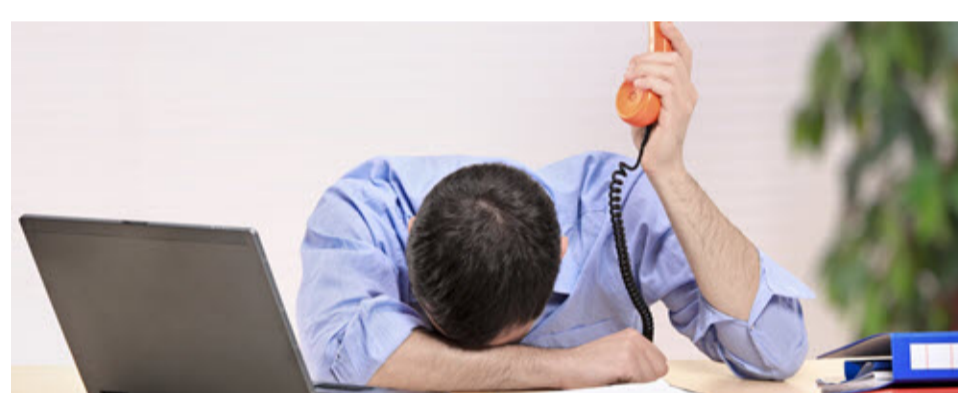
Featured Articles



Marketing Success! How One Group's Outreach Helped Attract Many New Patients

What are some ways your medical peers have used creative marketing to spread the word about their practice? Many promote EPAT, one of the most advanced and innovative treatment options, as a competitive differentiator. Learn how Bristol Hospital & Health Care Group "hit the ground running" to attract new patients.

[Read On](#)




7% Startling Facts About Putting Patients On Hold

How many of your patients are put on hold when they call your practice? Did you know that providing helpful information on hold results in a 15% increase in inquiries for a product or service offered at your practice? Learn how to take advantage of what may be a missed opportunity.

[Read On](#)

What's the best way to communicate with your patients?

Studies show that text messaging has emerged as a leading communication strategy for healthcare providers. Consider the following. 

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- 80%** the percentage of people worldwide who want to text with their doctors
- 98%** open rate percentage for text messages
- 160** the recommended length of a text message, including characters and spaces

Let's Get Social

Are You On LinkedIn?

Social networking is one of the most underutilized ways for physicians to generate referrals. It is also one of the easiest – not to mention free! Don't know where to start? Tackle these easy steps to get up to speed.



- Don't have a personal profile? Follow [these steps](#) to build one.
- Create a second profile for your practice. Be sure to include a URL to your practice's website.
- Set your profiles to 'Public.' Now, you'll show up in searches.
- Join some [LinkedIn groups](#) to connect to a more qualified pool of professionals.

***ProTip:** Got a summer intern? Appoint him or her as your profile manager. A little daily upkeep on your social platforms can lead to better connections and better visibility for your practice.*

Did You Know CuraMedix Provides Exceptional Marketing Support?

When you invest in EPAT, CuraMedix provides you with the marketing tools to best help you educate your existing patients and attract new ones. Here's just one example of how we help our customers do this through social media marketing.



[Read On](#)

Your Turn: What Are We Missing?

Need more social posts? Marketing success stories from your peers? Best practices for better Google visibility? *Marketing Pulse* is designed with YOU, our reader, in mind. So just let us know what you'd like to see in an upcoming issue, and we'll deliver!

