

Marketing to your Market

Why marketing is important? Because the closer we can match our services to what patients require, the greater the rewards will be.

Benefits of marketing are obvious: increased productivity and earnings. The bigger question is: how is this achieved?

Unlike a simple product for sale, it is not always practical to simply advertise, as this may not be the most effective use of resources. One of the most productive marketing tools is providing an exceptional service to your patients, and increasing your patient base through referrals of family and friends.

Ensuring excellent service can be achieved in a number of ways:

- **Doctors:** Providing a continuous and comprehensive relationship between Doctors and patients will improve their satisfaction with services.
- **Practice staff:** A chain is only as strong as the weakest link. Ensure that all your staff provide a strong link in the Practice's chain.
- **Complaints and feedback:** Embrace any improvement suggestions from patients, always be thankful for their input and respond in an appropriate and timely manner.
- **Identification of areas of improvement:** Where in the Practice can you offer increased service or better service? Improved service will lead patients to perceive an increase in the value.

Other areas which may be appropriate for promotion include:

- **Advertising:** Through appropriate channels, you can ensure that you are marketing to the correct audience.
- **Accreditation:** This reassures patients that a quality service will be provided.
- **Cross referral:** Recommendations from fellow health professionals and affiliations, such as dentists, physiotherapists, occupational therapists, etc.

Reference: www.racgp.org.au, www.smallboz.nsw.gov.au, www.business.gov.au