

0 (0s):

Hi, it's Dr. Weitz. Thank you so much for joining me for this episode of the private medical practice academy. I'm on Facebook. I've found old friends that I had lost contact with. I joined groups to meet others that I share interests with, and I use Facebook to research information. I'll bet you're also on Facebook. As a matter of fact, I recently saw a study from the Pew Research Center that reports approximately 62% of online adults aged 65 and older now use Facebook and nine out of 10, 18 to 29 year olds, 84% of 30 to 49 year olds and 72% of 50 to 64 year olds use Facebook, baby boomers and household decision makers.

0 (47s):

The target demographic for most medical practices are on Facebook. In other words, your ideal patients are on Facebook right now. That's why I want to talk to you about why you need a Facebook business page and what you're supposed to do with it. Sure. You can use Facebook as an integral part of marketing your practice, but it offers so much more than that. It's a key customer service channel where you can meet your patients where they're already spending a lot of their time and where they want to be communicated with. Facebook also provides a platform for patient reviews and testimonials. And since we know that more than 75% of patients use online reviews, when they're evaluating and choosing a new doctor, harnessing Facebook to maximize your patient success stories can only help you drive more traffic through your front door.

0 (1m 35s):

So here's some of the benefits of using Facebook as part of your healthcare marketing plan. First of all, Facebook is free. There's no charge to create a Facebook business page. All you need is a Facebook account and it's quick to get started. There's not a lot of time and effort required to set it up but much like your website. You need to regularly interact with your Facebook business page in order to keep your visitors engaged. If your page looks neglected, it's going to reflect poorly on you. You can build your patient community by posting content, engaging with your audience and sharing. You can share your knowledge and expertise. That's unique to your practice and skillset.

0 (2m 17s):

This is going to immediately establish your competence know-how and authority as an expert. It's a great way to help define your niche. And it provides an easy way for online users to view, interact and share the information. This involvement creates loyalty satisfaction and the positive patient experience with a specific audience. I E the patients that you're trying to attract, you can use Facebook analytics to track those interactions, the demographics, and other feedback about the community of your fans. This is really important. As you are figuring out your patient demographics and where to deploy your efforts to grow your business.

0 (2m 57s):

I'll talk to you about what to post on your business page and a little bit, but I want to point out that you can target which patients you want to attract with the content that you post. Now, Facebook provides a voice for

the customer. And if you haven't heard me say this enough medicine is a business and your patient is the customer. One of the things that Facebook does is to facilitate communications in many directions from you to them, from them to others and from them to you. It's about your audience. It's not about you listening to this interaction and feedback can really help you understand the needs and wants of your patients. This is a great way to anticipate and address your patient's questions and concerns.

0 (3m 42s):

And when you're ready to expand, it can be an excellent way to figure out what new services your patients are looking for. Facebook is another face that presents your branding message and a means of proactively managing your reputation many times. This is actually where you're making your first impression. Another thing. Facebook boosts, search engine visibility and visitor traffic. So search engine optimization. SEO is one of those complicated things that takes some effort, but creating a Facebook page and linking it to your website or a blog or a YouTube channel can increase your visibility with the search engines like Google and that in turn increases your website page ranking, which in turn captures more visitor traffic, as I've talked about previously, one of the things that you want is to appear higher up on the Google search list.

0 (4m 34s):

When somebody searches for you as a side note, Facebook can also help you to retain your patients. Let's say that you are currently employed. The patients belong to the practice, but if you have your own Facebook business page in your own name, then you can potentially connect with your patients and provide them with relevant content so that when you actually leave and start your own practice, your patients already know where to find you. I, on that Facebook business page, that way you don't actually have to solicit them. Facebook also introduces prospective new patients to you. How just by delivering content and being a trusted voice, you can, of course also pay for Facebook ads.

0 (5m 17s):

But honestly, in the beginning, you really don't need to do this. And then of course, Facebook is a great way to keep tabs on your competition. Now being on Facebook is not quite as simple as simply posting on your personal page. As a matter of fact, there are three types of Facebook pages and they all look similar. So I want to talk to you about the differences. A personal profile has friends. This is what most of us have. Your personal profile basically allows you to share comments, photos, videos with your friends and family. You can set it up to be public, where everybody sees what you post or friends. Only personally, I would set it up as private, since you don't really need everyone minding your business.

0 (6m 1s):

Then there's a Facebook group. A Facebook group has members, a group, usually unites people with a common interest or a subject, and can theoretically have an unlimited number of members. A business page has fans. It's free to set it up and maintain it. But if you want to run ads, there's a fee here. The number of fans is unlimited. And so basically a business page is essentially a fan page. You can set it up to track

visitors, statistics, and what's more, a business page is indexed by the search engines and can be seen online by anyone. So now that you know the differences, let's talk about creating your Facebook business page.

0 (6m 45s):

You're going to go into Facebook business manager. And from there you can update your cover photo profile, picture business information, and even add a call to action, like call my office for an appointment. This is also a great place to put all of the information about how a patient can find you. Now in the beginning, it's probably going to be you, who is the administrator for your Facebook business page, but in the long run, you can designate multiple page administrators. So as you grow, you can add your practice manager, marketing team or anyone else you want. Who's going to help you manage your business page. So now that we've set up your Facebook page, what's next, here are some ideas for the type of content you can post share facts about your practice.

0 (7m 33s):

This is a great place to talk about why you started your practice, dig through your practice history and share anecdotes about how you started challenges. You faced along the way, your success stories. Talk about services. You offer show a picture of you doing a procedure. Remember the people who are going to look at this page are interested in your practice. And they're interested in learning about you. Stories can engage your patient community in new and innovative ways. You're going to want to highlight you and any other providers that you have, there should be a complete, no brainer, right? Post a photo of you in clinic. Talk about why you went into medicine.

0 (8m 14s):

Talk about where you went to school. Talk about any kind of specialized training. You have your favorite hobby. People want to see that you are a real person. Talk about your specialty. If you have a niche, make sure to highlight it on your Facebook page, share your expertise. Use this opportunity to educate people. One of my favorite uses for our Facebook page is to answer commonly asked questions. You can even create a category for frequently asked questions and then direct your patients to your Facebook page for the answers. This is a great option. If you don't yet have a website because you can easily communicate with people and it's free. Once you have a website, you can use the same frequently asked questions and link it to your Facebook page.

0 (8m 60s):

You're going to want to use your Facebook page to share patient testimonials. Just to be crystal clear, you can't post these testimonials on your own behalf. You need to ask for testimonials and have the person post it onto your Facebook page. And by the way, also ask them to post it to your Google listing as well while they're at it. Because again, this is going to help you with your Google search. Another option is to post interesting articles related to your specialty this way. Even if you don't have some amazing piece of content

today to post, you can always share a news article and add a caption of your own so that you get people to engage with you.

0 (9m 41s):

Now, if you're wondering, when should I post on Facebook? There are all sorts of studies that have looked at this. And apparently the best time to post on Facebook is between 12:00 PM and 3:00 PM, Monday, Wednesday, Thursday, and Friday, and on Saturday and Sunday, between 12 and one look, you don't have to post every day, but you do have to post consistently in our practice. We would usually post two to three days a week. And just so you know, you can actually preschedule these, you are going to want to use your Facebook page to communicate with patients, how they can make an appointment to see you. If you require a referral, tell them that if you have scheduling software so they can schedule their own appointment, tell them where to find it.

0 (10m 25s):

You can also use your Facebook page to upload your new patient forms. And you're going to want to obviously communicate the hours they are open your address and any other information about your practice that you want them to have. Now onto one of my favorite Facebook uses, let's say your office is going to be closed because there's a major hurricane thing, Katrina, or you want to tell people about your COVID policy. You can pin this information to the top of your page as an announcement. It never fails to surprise me. How many of my patients actually used Facebook as their primary news source? No joke. Now I would be remiss if I didn't give you some disclaimers, but these should be obvious to you.

0 (11m 9s):

Don't be scared off by them. You want to set guidelines for privacy and legal considerations. Almost anything goes with a personal Facebook presence from puppy selfies to granny recopies, but your business page has to have a higher standard start with clear understanding about patient privacy, confidentiality, and other regulations, and share the policy with everyone in your office. Don't post anything that has protected health information, because the last thing you want is a HIPAA violation. And needless to say, don't give specific medical advice. You want to give high level generic info. That is not patient specific in all seriousness disclaimers, notwithstanding your Facebook business page is a great way for you to communicate with your patients and to provide you with free marketing.

0 (12m 0s):

Make good use of it. Thanks for joining me. Be sure to sign up for my newsletter below, and I'll be sending you tips on how to start your practice best run your practice, grow the practice, and then ultimately be able to leverage your medical practice into multiple other businesses. I hope to see you soon.