

MORE NEUROLOGY PATIENTS, MORE REVENUE, MORE OFTEN

Accelerating your growth and put your practice marketing on autopilot.

TODAY'S WEBINAR

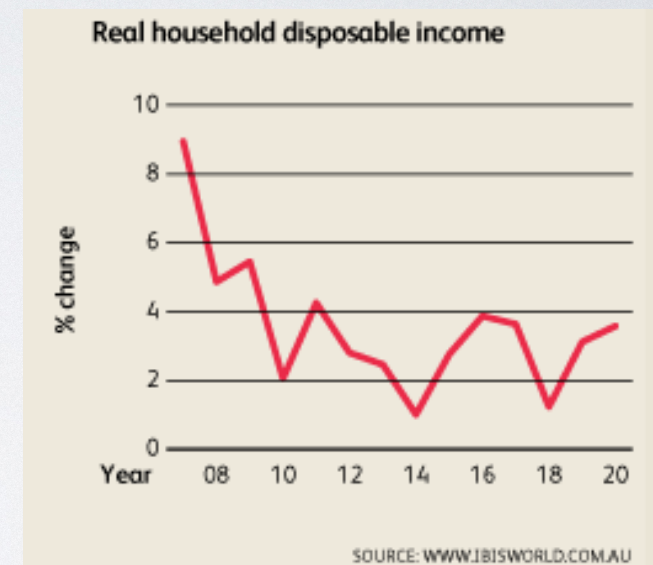
- The challenges facing practices today
- How I built my Functional Neurology practice
- How to get help

ABOUT ME

- Started learning functional neurology in 1999
- Sat my DACNB exams in 2008 in Texas
- ACNB Associate examiner
- Carrick Institute Assistant Professor
- Sessional Lecturer at RMIT University in Australia
- Contributing author to Functional Neurology for Practitioners of Manual Medicine
- Built a successful functional neurology practice using the techniques I am going to describe today

CHALLENGES OF TODAY'S MARKET

- Declining household disposable income*
- Increasing competition within the market



CHALLENGES OF TODAY'S MARKET

- Increasing access to practitioner reviews - good and bad!
 - e.g. Yelp, Google, etc
- Increasing competition in the online arena

CHALLENGES OF TODAY'S MARKET

- If you are marketing your practice you can't be treating.
 - Your marketing needs to be automated as much as possible.

THE STEPS

- Define your niche(s)
- Prepare your platform
- Get an audience
- Educate that audience
- Convert them to patients
- Retain them

YOUR NICHE

- Define your practice niche(s)
- A well defined niche is a tremendous advantage
- Essential to focus online
- The first step

YOUR NICHE

- Build an avatar
- Define your message
- Benefits not features

YOUR PLATFORM

- Your website forms the backbone of your marketing now
- Good design - not necessarily “pretty” design
- Certain characteristics of a good website

Your Logo

(03) 9958 5356

HOME About Services Common Conditions Contact Us

Fast, Holistic Approach To Your Problem

- Back and Neck Pain
- Pregnancy Care
- Sports Injuries and Performance
- Headache
- Sciatica
- Vertigo and Dizziness



Book Appointment

Call 03 9958 5356 Now For An Appointment



Therapy 1

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Therapy 2

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Therapy 3

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Therapy 4

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Sports



Pregnancy and kids



Pregnancy and kids

Title Including Some Location Relevant Keywords

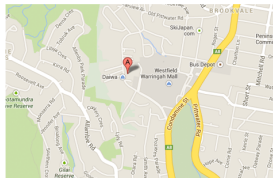
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Call 03 9958 5356 Now For An Appointment

Box with clinic hours and address/contact details



Your Logo

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Find Us

Drop down menu goes here

Fast, Holistic Approach To Your Problem

- Back and Neck Pain
- Pregnancy Care
- Sports Injuries and Performance
- Headache
- Sciatica
- Vertigo and Dizziness



Therapy 1

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Therapy 2

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BUILDING YOUR AUDIENCE

- Exposure to your marketing
 - People who don't hear or see your message don't know you exist
- Targeted traffic & exposure - the beauty of the internet
- A multitude of sources

BUILDING YOUR AUDIENCE

- Google & Bing search results
- Google Adwords
- Facebook posting
- Facebook ads
- Question and answer sites
- Forums
- Bing ads
- Twitter
- LinkedIn
- YouTube videos
- Other video sites
- Other social media sites
- Press releases
- Email lists

BUILDING YOUR AUDIENCE

- Develop a list
- People express a desire to hear about what you have to say
- Your patients, subscribers to newsletters and reports

EDUCATE

- Starting on the back foot
- Higher standards are necessary
- Automate your message
 - Text
 - Video (face to camera, slideshows etc)
 - Audio
- Position you as the expert

CONVERT

- Conversion elements and calls to action
- The missing elements on most websites

RETAIN

- Familiar with in clinic patient education
- Expand and automate this
- Email new patient sequences, newsletters
 - Educate, encourage referrals, build retention

RETAIN

- Build a marketing calendar to align with national and local events
- Market to existing patients and other lists
- Contact local media and offer a unique perspective

BENEFITS

- The financial benefits of getting this right can be enormous
- If a patient on average:
 - Attends for 10 sessions over their lifetime
 - Pays \$70 per session
 - They are worth \$700 in revenue to your practice

BENEFITS

- Putting in place systems to generate more new patients and reactivate existing ones
- Using the figures in the example, a system to generate 4 new patients a month will bring on average \$2,800 a month in extra revenue to your practice, \$33,600 a year.
- 8 new patients is \$67,200 a year
- Consider the cost of not implementing a system

THE STEPS

- Define your niche(s)
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SUMMARY

- You need to prepare and face the challenges to your practice
- It really is this simple
- Application and consistency is the key
- Notes for today <http://clear.re/fnnotes> (no www. at the front).

GETTING HELP

- Can be daunting
- Not cost effective to do it yourself

GETTING HELP

- We provide cost effective, comprehensive practice marketing solutions
- Free check up of your practice's marketing, your competition and where the opportunities exist for you.
- Assess whether we are a good fit.

GETTING HELP

To take advantage of this visit

<http://clear.re/sfs>

(leave off the www. at the start)

and enter your name, email and phone number