

TOPIC: SETTING NEW PROVIDERS UP FOR SUCCESS



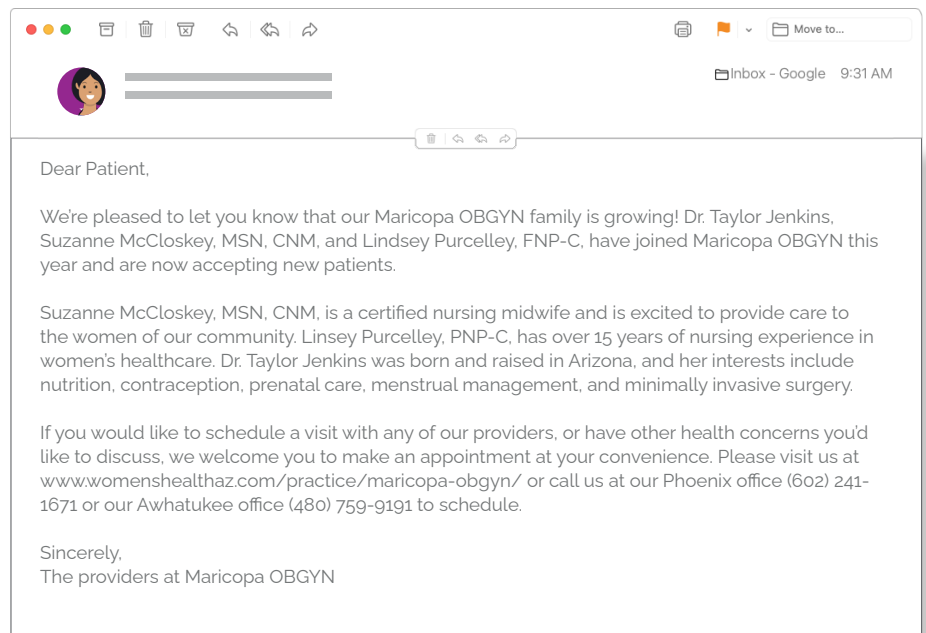
A great way to start building buzz around your new provider is to notify your current patient base of your provider's arrival. Email marketing is a cost-effective and powerful tool to help you communicate with your existing patients. When a new provider joins, you should plan to send an introductory email out to your patients through your EMR (if your EMR has email capabilities).

This is an easy way to target those patients who haven't been to an appointment in over a year and may not have an existing relationship with a provider. Introduction emails are a great way for patients to learn more about the new provider and make them want to schedule an appointment. When writing this email, it is important to include the services that the provider will be offering at your Care Center, along with their bio and any personal information they want to share about themselves (hobbies, family life, etc.).

You should plan to send the introductory email when the provider first starts and then resend the same email about three months later, to keep this at the top of patients' minds.

If you are not familiar with the email capabilities of your EMR, you should reach out to your EMR vendor and get guidance on how to execute patient emails.

Example email for reference - can customize for new provider.



Additionally, if you have a provider in your Care Center who is leaving or retiring, you should send an email to his/her patient base and include information about your new provider coming on board. This can help retain these patients, as you are giving them more choices at your practice, and help build a patient base for the new provider.

Example email to patients of retiring/leaving providers

