

TOPIC: : SETTING NEW PROVIDERS UP FOR SUCCESS

GET OUT AND ABOUT!



Fresh on the scene, doctors may have a lighter schedule that permits them to get out there in the community. Although it may be tough to do, they should carve out time to make proactive introductions to referring physicians as well as finding speaking opportunities at local events or meetings.

1.

Build relationships with referring providers:

Establishing a relationship with a referring provider whether it be a primary care physician (PCPs), a school nurse or a pediatrician is one of the most important things to do when trying to build a patient base and make a lasting impression.

To start, plan to send a letter out to local PCPs introducing the new provider. You can even make an appointment for him/her to meet in person at the other physicians' office, even if it's just for a brief introduction in the reception area. Follow these steps to start communicating with PCPs:

- You first need to find a list of local PCPs in your area. You can search for them on Google, or look on nearby hospital sites. You may also find listings on insurance sites.
- Create a letter from your new provider to send out via mail to these referring PCPs. You can also create a small card that has high-level benefits on the provider or even the whole practice so the referring physician can keep in their office. Sample PCP letter and insert are below just to spark ideas. These are just included for reference and you can use to help create your own mailing for PCPs.

Sample letter for referring providers



Dear (PCP NAME HERE),

I'm pleased to let you know that I have recently joined (CARE CENTER NAME HERE) and am accepting new patients. I am an ObGyn and I'm excited to provide care to the women of our community.

(CARE CENTER NAME HERE) is part of a network of women's healthcare specialists with locations in (FILL IN HERE).

When your patients decide to see a gynecologist, start a family or need a specialized procedure, I am here as a resource and hope you will consider referring them my way. I provide obstetrical care, comprehensive gynecology, menopause treatments, minimally invasive surgery, and more. I invite you to review my bio/credentials at (WEBSITE URL HERE).

I would love the opportunity to get 5 minutes of your time for a quick introductory call or meeting at your office, to learn how I can team up with you to care for your valued patients.

Be well and don't hesitate to reach out!

New Provider name

New provider phone #

Your website address/url

Sample insert if you choose to include with the letter. You can create and print your own, and use this for reference on the messaging.

A *FRESH* new approach to OBGYN care



Women's Health Texas now open in East El Paso

Have past OBGYN referrals left a bad taste in your mouth?
It may be time to *refresh* your choices, and we're here to help!

Our experienced physicians go above and beyond to meet each woman where she is in life. Get to know us and learn how we can team up to help you with the OBGYN care of your valued patients.



Phone: (915) 910-6700
womenshealthtx.com

We have Spanish-speaking providers!

Patients are looking for referrals from their physicians all the time. Physician referral marketing requires a focused effort to maximize the potential for gaining new patients through referrals. As medical professionals, we're in the "trust business" and many patients develop a trusting relationship that lasts for years. In most cases, any referral to or from an appropriate medical specialist will be given serious consideration.

2.

Speak at a breakfast or mid-day public event

You don't have to go far to find civic leaders, solid business people or even other doctors gathering at a local meeting, women's group, professional society or similar function. These are opinion leaders who would welcome a good speaker, a timely health topic and a chance to meet and welcome a new professional to their town.

3.

Go to the reception area to greet and welcome a new patient (even if not their own)

Imagine the lasting impression of having a new doctor step into the reception area to greet and welcome a new patient. This idea might upset the office routine, but having the new provider come to the patient for the first hello, however brief, is rare and will surely be remembered. Even if the patient is not theirs, it would go a long way.

4.

Pair with another, seasoned physician from your practice

Ask the more seasoned physician to help him/her get acquainted.