

NEW PRACTICE MARKETING PLAN

Activity	Who	When
Create a website with practice info and CV (info to biz cards & letters & ads)		
Letter from existing doctor(s) to patients		
Letter from new doctor to patients (prior 3 years)		
Letter from existing doctor(s) to physician referrers		
Letter from new doctor to physician referrers		
Letter from new doctor to all physicians in market		
Letter from new doctor to all other doctors (ie DC, DDS, DPM) in market (buy list)		
Letter from new doctor to licensed nurses (buy list)		
Direct-mail postcard "welcome new doctor announcement" listing services to all targeted potential patients in primary service area (ex: women aged 40-64 with household incomes over \$50,000)*		
Press Release to hospital newsletter w/photo		
Press Release to local (and ethnic if appropriate) newspaper w/photo		
Press Releases to local newspapers ever 90 days with special topics		
Announcement-ad with photo in newspaper for 30 days		
Meet all existing MD referrers with existing doctor(s) or on own		
Meet all other potential MD referrers on own		
Meet appropriate non-MD potential referrers (DCs, ODs, pharmacists, herbalists)		
Meet IPA, hospital and lab administrators		
Meet local pharmaceutical reps – they know everyone		
Take hospital "phone-referral-line" staff to lunch & get listed		
Take all unscheduled meals at hospital for first 90 days (b-fast & lunch)		
Meet with staff to educate them to the new physician's services and procedures		
Add new physician's framed photo with mini-bio/welcome message to recep area		
Update/replace the practice brochure to include new doctor		
Update the office sign. Redo it completely if possible (color, size, etc)		
Add to Yellow Pages listings and Directory Assistance (months pre-start)		
Open House for referrers and their staff*		
Open House for patients		
Join local speakers bureau		
Join Chamber of Commerce and host a Social (open house)		

*Open House to referrers and staff, after 60-90 days, on a weekday, 5:00-7:00 PM. Putting "champagne" and the name of a good caterer & menu on the invitation will greatly increase attendance. Themes related to the specialty or ethnicity of new physician are encouraged if appropriate as more memorable: (Japanese: "Sushi & Saki", Chinese "Dim Sum", Texan: "Texas: BBQ & Beer", Indian: "Tandoori Tasting", etc)

*Lists are available from Mailing List Brokers, typically at about \$50-\$100 per thousand names, on labels. Look in the Yellow Pages under Mailing Lists. They can also fold letters, stuff envelopes, place address label, add postage, etc (highly recommended as it is tedious work)