

Promote Yourself and Your Practice

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Goals For This Presentation

- Utilize strategies for branding yourself and your product
- Demonstrate ability to use social media effectively to reach patients and your community
- Generate audio content for both patients and your community while increasing engagement over time

A Little Bit About Me

- Huntsville, Texas
- Huntsville Family Medicine
- Thursday Morning House Call
- Doc To The Future



The image features a dark blue background with decorative teal lines. On the left side, there are several parallel lines that form a corner-like shape. On the right side, there are several parallel lines that form a diagonal shape.

Creating Your Brand

Branding

- What do people think of when they think of “you”
- Try to make it audio (slogan) and visual (graphic)
- Must be genuine, must follow through
- What separates you from other doctors, social media, etc?

Defining Your Brand

WHAT DEFINES YOU

- Unique characteristics
- Strengths
- Passions
 - Patients/the community can tell when you're excited about something and when you aren't

HOW PEOPLE DESCRIBE YOU

- If you were to ask one of your patients “why do you choose me” or “what keeps you coming back,” what would they say?


The “Inside The Bottle View”

- Hard to see our business when we build it around us
- We provide a service, so start there
- What are the “truths” of your service?
- What are key words from that service?

Branding Tips:

- Make it memorable
- Make it concise
- Show, don't tell
 - Showcase expertise, authenticity, and empathy
- Give it thought, take some time, bounce it off people
- Consider a marketing expert





Social Media and Patient Engagement

Importance of Patient Engagement

BUSINESS

- Increase patient base
- Reach more people to help
- Build your practice

COMMUNITY

- Educate the people around you
- Build trust for you and for medicine as a whole
- Increase health literacy in your community

The Covid Effect



Importance of Patient Engagement

- Rise of Social Media in Health Care
 - According to a survey by the Pew Research Center, 72% of internet users looked online for health information within the past year.
 - The same survey found that 40% of consumers say that information found via social media affects the way they deal with their health.

Importance of Patient Engagement

- Patient Preference for Digital Health Information
 - A survey conducted by the Deloitte Center for Health Solutions found that 52% of consumers search for health information online, and 25% of consumers use social media for health-related discussions
- Impact of Social Media on Health Behavior
 - Research published in the Journal of Medical Internet Research shows that patients who engage with their healthcare provider via social media are more likely to adhere to their treatment plans and report improved health outcomes

Importance of Patient Engagement

- Patient engagement is crucial at the community level
- Social determinants of health
 - Why not medical knowledge?
- Help more people
- Local physician still the most trusted voice

Engaging Your Patients on Social Media

- Determine your social media of choice
- Video? Text? Both?
- Where are your patients?
 - For this presentation we will mostly focus on Facebook

Determine How You Want to Reach People

- Professional Vs Personal Page
- Frequency of Posting
- Type of posting
 - News?
 - Personal Journeys?
 - Health Advice?
- Level of Engagement and Moderation

Using a Professional Page

PROS

- Maintains privacy
- Credibility
- Analytics

CONS

- Less personal connection
- Lower reach
- Higher expectation for regular content
- Limited engagement features

Using a Personal Page

PROS

- Personal Connection
- See you as a “real person”
- Ease of use
- Flexible engagement

CONS

- Privacy Concerns
- Professional Image
 - Old pictures?
- Boundary issues
- Limited analytics

Pitfalls to Avoid

- Facebook Messenger
 - Absolutely just avoid it
- Level of moderation
- Engaging negative comments

Creating a Professional Facebook Page

- Click the 9 dots Menu Icon in the upper right corner
- Select “Create Page”
- Select a category (“Health/Medical/Pharmacy”)
- Enter your information/business information
- Upload photos
- Complete Setup
- Customize settings, add details, invite followers

Professional Mode on a Personal Page

- Shows content insights
- Can monetize posts
- Can advertise or promote posts

Tips For Setting Up Your Page

PROFILE PICTURE

- Professional photo
- Reflect your professionalism/brand
- Consider a headshot
- Use the same pic in all platforms

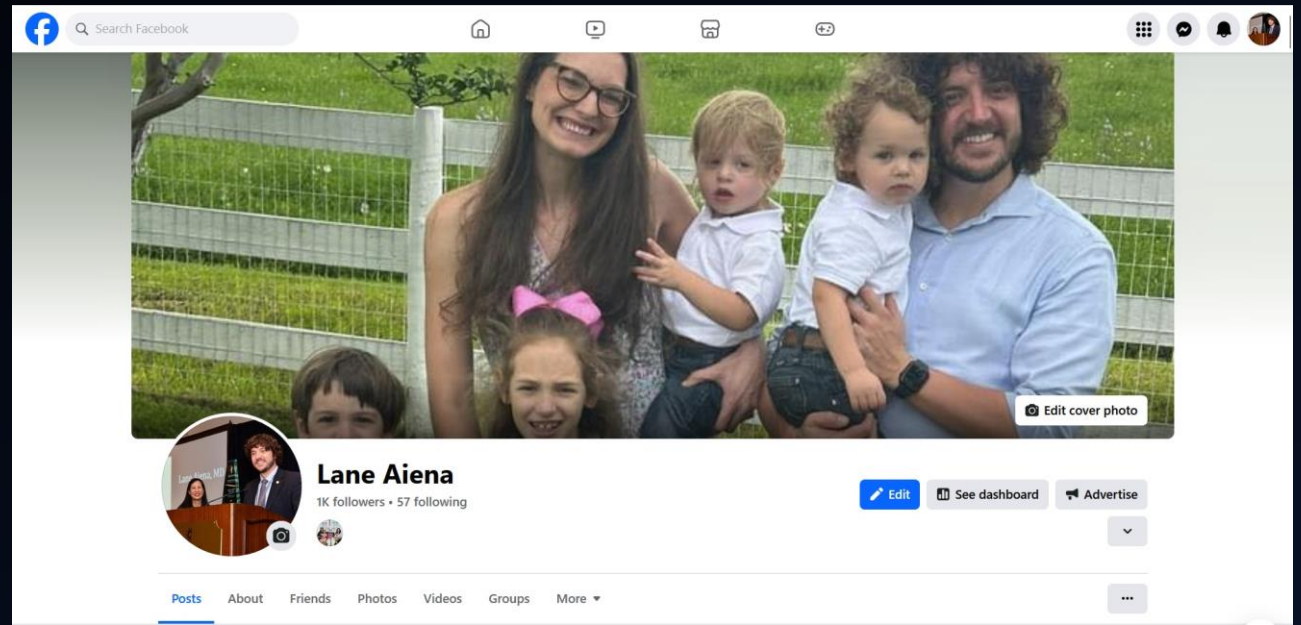
COVER PHOTO

- Showcase your expertise
- Healthcare message
- Brand or company logo
- Keep it clean of clutter

FACEBOOK PICS

“Brand” Photo

“Professional” Photo



Creating Engagement – Feed the Algorithm

- Educational posts
 - News stories
- Interactive
 - Questions, quizzes, etc
- Visual Content
 - Try and use a picture as often as possible
 - Consider trying Facebook Live
- Personal Touch

Consistency and Frequency

- Post regularly
- Post Frequently
- Keep promises for frequency
- Respond to comments, “like” comments, etc



Pitfalls to Avoid

- CAUTION with testimonials
- CAUTION with stories
 - I avoid them completely – hard to justify the risk
- Patient privacy is top concern
- How much will you moderate?
- What if you get negative comments?

Goals of Social Media Outreach

- Decide your brand, set a tone, be consistent
- Build trust
- Reinforces your brand
- Drives more traffic to you/your clinic
- Builds your reputation in the community
- Increases medical literacy in your community



Reaching Your Patients and Community Through Audio

RADIO, PODCASTS

Audio Through Podcasts and Radio

BENEFITS OF BOTH

- Both “companion” mediums
- Easily digestible
- Ubiquitous
- Relatively easy to create once you have a foundation

DIFFERENCES

- Podcasts “on demand”
 - Be more specific, unique
 - Reach a specific audience
- Radio reaches the masses
 - More general
 - Needs to apply to a broader audience

Getting Started With Your Podcast

- Give yourself some time to think about:
 - Title – something easy to remember
 - Theme – Broad, don't corner yourself into one topic
 - Graphic – Pay a professional if not your expertise
- Equipment
 - Mic
 - Headphones
- Software choice

Choosing Your Software

- Streamyard
 - Similar to “Zoom” For podcasts
 - Can do video as well
- Adobe Audition
 - Plan some time to learn it
 - YouTube is a good resource
- Buzzsprout
 - Podcast hosting
 - Decide where to post from there



Almost Time To Record!

- Intro
- Outro
- Music theme
 - Spend time deciding what “vibe” you want the song to have
- “Familiarity”
- Sounds Professional

Streamyard



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graph TD; A[Streamyard] --> B[Audition]; B --> C[Buzzsprout];
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Audition

Buzzsprout

Creating Compelling Content

- In radio or podcasting, make sure YOU are interested
- Compelling guests
- Topical
- Positive tone
- Repetition

Creating Compelling Content

- Paint a picture with words
- Everyone loves a good story
- Who is your target audience?
- Avoid jargon
- How would you talk to a patient about the topic?

Being a Good Host

- Introduce, then listen
- Send questions ahead of time
- Prepare, research, etc
 - Gets more out of guests
- Reassurance to the guest
 - We can edit, etc



How to Launch

- Have 3 episodes ready
- Announce it in advance, then launch day
- Have sound clips ready
 - Use your logo as the image as it plays
- Use all of the social media you have
 - Ask for shares, engage the posts
- Plan your first guest carefully
 - Keep in mind any episode can be someone's first

Measuring Success

- Key Performance Indicators (KPIs)
 - Facebook: Page Insights, Ads Manager, and Creator Studio
- Podcast: Downloads easily accessible
- Adapt strategies based on feedback
- Radio: different options
 - Word of mouth, posting somewhere else (Soundcloud, etc)

Collaborations

- Most early podcasters would love to trade being “guests”
- Future Ready Business Example
- Guests on radio
- Expand your audience, reach new people
- Just ask, you may be surprised
 - Not requiring people to be “in the studio”

Starting in Radio

- Reach out to the highest ranking person you can
- Have an offer
 - Weekly updates? News?
- Have your episode ready
 - Plan to reach a broader audience
 - Topical

Building a Strong Presence

- Leverage social media and audio to promote your brand
- Consistency
 - Posting
 - Tone
- Be positive
 - Smile when recording
 - Post with positive language
- Radio: Community Involvement



Community Involvement

GETTING INVOLVED

- Radio and community involvement
- Immediate with message
- Community activism
 - Bond issues, etc



Lane Aiena

December 7, 2023 · 🌐

Everyone get out here and donate!



Glenn Edwards is at H-E-B.

December 7, 2023 · Huntsville · 🧑🏿

With Dr. Lane Aiena at the 17th Annual Radio MASH in the parking lot of HEB in Huntsville! Please stop by and make that donation of a new, unwrapped toy, non-perishable food item, gift cards, cash and pet supplies. Details on Radio MASH on our website at ilovethelakeradio.com.

In Conclusion:

- Build your brand
 - Why do patients choose you?
 - Audio and Visual
- Set up your social media
 - Personal vs private
 - Determine your type of content
 - Be consistent
- Engage with your followers
- Engage with audio
 - Title and theme
 - Intro and Outro
 - Music
- Find your software and your equipment
- Book your guests, plan for 3 episodes

Questions?



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Thank You!

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