

PROFILING YOUR PRACTICE

How To Build A Powerful, Successful Brand

OBJECTIVE: Like for any successful business, a carefully crafted brand is an important asset for a medical practice. It creates an impression in patients' minds, and defines your organization. That's why major consumer companies spend millions on branding: it's critical to their reputations, and a good brand adds bottom-line value.

You began building your brand the moment you opened your doors. But you may find that you can boost your brand value significantly using the profiling practices that market professionals use.

That's the purpose of this worksheet: To help you identify elements of your brand to accentuate so that you create a stronger positive impression in people's minds, both current patients and—more importantly—potential patients.

COLLECTING VITAL INFORMATION

Brand building begins with gathering core information about your practice.

1. An introduction: How would you describe your practice in two sentences, as if you were talking to someone who didn't know about you before:

2. List the services you provide:

3. How many medical professionals work in your practice?

A. Doctors

B. Other medical professionals

4. On a scale of one to five (with five being highest), how would you rate these attributes of your practice:

- Location
- Outside appearance
- Exterior signage
- Interior signage
- Cleanliness and clutter level
- Interior design of your facilities
- Age of your furnishings
- Staff friendliness
- Staff professionalism
- Staff dress and appearance (i.e., do you have a uniform or dress code? Is your staff casual or more formal in appearance. This isn't a critique of individual appearance; it's an honest look at what kind of impression you provide.)

5. How long has your practice been operating in its current city? At its current location?

6. What do you feel makes your practice stand out from others? (Note: have each of your key staff members provide an answer to this question.)

7. Where do most patients hear about you?

- Professional Referrals
- Other Patients
- Online search
- Websites
- Social Media
- Magazines
- Newspapers
- Seminars
- Television
- Shows
- Radio
- Partnerships
- Location awareness
- Other

8. What makes them choose you over other practices?

9. Do you do patient surveys? If so, have you organized the results in a way you can track responses?

10. A key market research metric is called the Net Promoter Score. It asks of a patient would recommend you to family and friends. For example, Apple has a high net promoter score. Costco's score is even higher than Apple.

If you've calculated a net promoter score for your practice, list it here.

If you haven't, how comfortable do you think patients are recommending you to family and friends:

- 80-100% would
- 60-80% would
- 40-60% would
- Less than 40% would

Now, Try This Exercise:

Based on the information you've provided above, write a 30-second "commercial" about your practice:

Once you've done that, edit your description down to just 10 words:

How well do you think this description matches up to your practice?

NOW, LET'S LOOK AT YOUR CURRENT MARKETING STRATEGY

1. How do you perceive your pricing?
 - A low priced, affordable provider
 - Competitive, average pricing
 - Premium pricing, with the service to match
2. What is your ideal market position?
 - Specialty focused
 - Full service
 - Value-priced
 - Technology leader
 - Heritage (you've built a reputation and it works for you)
3. What services do you believe would grow in your practice?
4. What are your most profitable current services?

5. What's not profitable? Do you believe you should phase out some services?
6. What does your practice need to better its current market position?

NOW, LET'S LOOK AT HOW YOU COMMUNICATE.

1. Do you have a practice logo? Was it professionally created?
2. If you have a logo, how long have you used it?
3. Where do you use it?
4. Do you have a tag line or practice slogan?
5. What Internal Marketing materials do you have (items in your practice to communicate to patients)? These include brochures, appointment cards, signage, fact sheets, videos, website, social media and other items. Please list:
6. What types of External Marketing materials do you have (to reach prospective patients and audiences in the community)? Please list:
7. How much do you budget for marketing (estimate if you don't know for sure) yearly?
8. Are your communications materials consistent in design—do they have the same look, colors, and fonts? Or do they look different because they have been created at different times?
Research shows your patients put high regard in your communications materials, with more than 80% considering them "somewhat" or "very" important.
9. In an ideal world, what would be your brand image? List all the details you can think of.