

Promote Your Practice With Better Brochures

Though many physician practices use the latest internet marketing tools, there is no replacing the printed brochure that tells people about your practice, the physician(s) and staff, and the services you provide. A high quality practice brochure may be mailed to potential referral sources, new patients, and payers or given to an audience after a speaking engagement.

Know Your Readers' Needs

What do your referral sources or patients need to know about your practice? Start at the beginning and write an outline in the order your patients would ask questions. Include information about the services you provide, what makes your practice stand out from your competitors, where your office is located, office hours, and contact information. Feature the physicians in your practice with their credentials and areas of expertise. For a personal touch, include physician photos. Putting a face to a name makes people more comfortable about visiting or referring to your practice.

Shorter is Better

Don't get too wordy or technical in your writing. Make the brochure easy to read with short words, sentences, and paragraphs and plenty of white space. Focus the content on what the reader wants to know.

Make it Personal

Highlight how your various practice features benefit your patients. It can be easy to confuse features with benefits. Make a list of the features of your business.

After each of your practice features add the words "which means that..." to draw out the benefit to your patients. For example, perhaps you have a convenient location, which benefits patients by making your offices easily accessible.

Provide Clear Signposts

Your brochure should be organized in a manner that makes it easy to find the necessary information. Provide clear headlines throughout the brochure to allow easy scanning. Headings also should state the desired action, such as "How to make an appointment."

Make it Attractive

Your practice brochure is often the first impression that someone gets of your business. Create a professional image that reflects your business. The brochure doesn't need to be expensive to make an impact. A good graphic design can grab the readers' attention, reflect your practice, and be completed within your budget. If you do not have a graphic designer on staff, you can contract with a freelance designer or use a designer who works for a printing company.

Get the Word Out

Once your professional practice brochure is completed, it is time to get it out the door! Your marketing plan should outline a plan for how you will use the brochure, including who your target market is for distribution. The sooner you can get the word out, the sooner the appointments will come in.