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Connecting with today's patients

It is imperative for all doctors, but especially for independent physicians and small group practices, to take proactive steps to shape their reputations through online, where more and more patients are turning for whatever information they can get. The world of social media and the democratization of information channels are enabling people to make more informed choices about where and from whom they get their health care. If you're not communicating with them in an effective way, you lose out. In connecting with today's patients public relations industry veteran, Christian Pinkston shares strategies and best practices- many of which are just about any practice could implement on its own, virtually for free- for adapting to the evolution of the industry and the patients it serves. The strategies include: Understanding and participating in doctor review sites; engaging satisfied patients in helping to tell your story; connecting with patients through your own website; improving your search rankings; reaching patients where they are. Christian will also review some of the more aggressive strategies for reaching new patients, including full-scale web design, sophisticated search-engine optimization, video production and media outreach, offering first hand advice on how to determine which strategies might be right for your practice. Attendees will leave having gained. A better understanding of the patient communications landscape and the importance of proactively managing their reputation; actionable information on the simple strategies they can implement immediately to start taking control of the conversation and; an introduction to the aggressive strategies other doctors are using to identify and develop relationships with prospective patients.

Biography

Christian Pinkston is the Founder and President of the Pinkston Group, a national strategic communications firm that positions individuals, companies and nonprofit entities as leaders in their fields. He has extensive experience in Health Care and related fields, counseling Johns Hopkins Medicine, Stryker Corp., Harris Healthcare Solutions, Pascal Metrics, Cybex International, EHE International and others through periods of growth, crisis, reorganization and transition.

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