CHECKLIST: How to Make Sure Your Marketing Efforts Speak to Referring Physicians' Needs

The more directly your promotional tactics address referring providers' needs, the more successful you'll be. Whether your goal is to attract new physicians or strengthen relationships with your current ones, incorporate as many of these tactics into your physician marketing strategy as possible.

Position them as experts

Featuring them in articles is great, but don't stop there. Ghostwrite blog posts for them or spotlight them in a social media takeover.



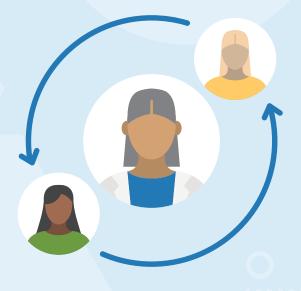


Ease their stress around self-promotion

Anytime you create content that features physicians, help them understand how to share it. Include a note thanking them for their participation, include extra copies of a printed piece (or a high-res image file if it's digital) and suggest ideas for how they can promote it themselves.

Encourage physicians to claim and update their Doximity profiles so they can find research or patient cases that may be relevant to their specialty and get in touch with the physicians associated.





Optimize your referral process

When you're promoting a program with the goal of gaining referrals, ensure the internal referral process is as seamless as possible for a referring provider. Physician-specific call centers or concierge lines can provide a better referral experience.

Talk to them like people

Because they are. They don't want to read boring blocks of dry text any more than consumers do. Inject some personality (and pictures) into your content.



Optimize for mobile

Whatever you send them, physicians are reading it on their phones. Period. If your physician-facing content isn't built for mobile viewing, you should postpone other projects until it's optimized.



