

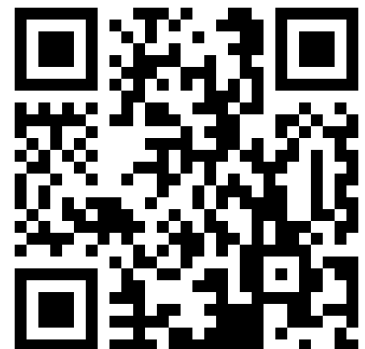


Crafting Connections: Marketing and Networking Strategies for DPC Success

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AAFP1.CNF.IO

- ▶ Navigate to <https://aafp1.cnf.io/> and tap the session titled "Crafting Connections: Marketing and Networking Strategies for DPC Success"
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Learning Objectives

1. Identify your ideal patient demographic and healthcare priorities to develop a focused marketing strategy that aligns with your practice's mission, ensuring you attract and serve the right patients effectively.
2. Implement strategies to build trust, attract, and retain patients, positioning your DPC practice as a trusted community resource that enhances patient care and long-term relationships.
3. Leverage social media, email campaigns, and online communities to enhance patient engagement, improve communication, and strengthen professional connections that benefit both your practice and your patients.
4. Utilize networking strategies to collaborate with other DPC professionals, expanding your reach and increasing practice visibility to better serve your patients and community.



You Can't Market to Everyone

Marketing to Everyone
=
Resonating with No One

DPC thrives when your marketing speaks directly to the people you're meant to serve.



Who are You Trying to Reach?

Pose reflective questions:

- Who do you love taking care of?
- Who gets the most value from your care?
- Who would you build your dream panel around?



What is an Ideal Patient Avatar?

Get Specific:

- Age, gender, race/ethnicity
- Health Concerns
- Values + Priorities
- Where they spend time (online/offline)
- What frustrates them about the current system



A Real Avatar Example

Meet “Nicole” - 42 year old Black Woman

- Occupation: Executive Assistant
- Concerns/Needs:
 - Managing weight gain
 - Perimenopause
 - Fibroids

Frustrations:

- Feeling Unseen
- Wanting a Doctor that looks like her
- Rushed visit
 - Desires:
- Convenient Care
- text message access
- comfortable office experience



From Avatar to Action! - Website



WHY CHOOSE US

A Fresh Approach To Primary Care

At Sol Direct Primary Care, your health journey is our priority. We're not your average doctor's office. We've reimagined healthcare to be a source of empowerment and healing, fostering a warm and supportive environment where you feel like family.

We know that we thrive only when you thrive, so we're committed to supporting you every step of the way.



From Avatar to Action! - Events!



DPC
SUMMIT

Market Dominant Position

Own Your Lane!
You are the “go-to” for a specific group

The Quicker Picker
Upper

The Best Part of
Waking Up

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Market Dominant Position

Own Your Lane!

You are the “go-to” for a specific group

“Best Care for Busy Moms”
“New Orleans Expert in Men’s Health”



Market Dominant Position

Own Your Lane!
You are the “go-to” for a specific group

“The Sacred Space for Black Women’s Health &
Wellness”



Market Dominant Position

Own Your Lane!
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“The Sacred Space for Black Women’s Health &
Wellness”



Turning Audience Insight Into Action

From Patient Avatars to Practical Outreach Strategies



From Avatar to Action

- **Identify Where Your Ideal Patient Spends Time**
 - Social media platforms (Instagram, Facebook, LinkedIn)
 - Local organizations (churches, wellness groups, gyms)
 - Events (health fairs, school functions, community forums)
- **Understand What Motivates or Frustrates Them**
 - Long waits, rushed visits, lack of transparency
 - Use this in your messaging!



From Avatar to Action

- **Speak Their Language and Reflect Their Values**
 - Use imagery, words, and tones that resonate
 - Make your DPC feel like a solution, not just a service
- **Make *Doing Something About It* Easy**
 - Remove friction so the prospective patient can act on their interest or curiosity
 - Easy online scheduling for meet and greets or responsive DMs
 - No long forms, confusing steps, or clunky portals – people want to text or message.....not call and wait on hold



Marketing vs. Networking

Remember: “You need both marketing and networking channels, but they serve different purposes.”

Marketing

Builds awareness at scale

◆ *Goal: Attract and educate*

Networking

Builds trust and relationships

◆ *Goal: Connect and convert*



Marketing vs. Networking Channels

Marketing

- Social Media (Instagram, Facebook, LinkedIn, TikTok)
- Email Campaigns / Newsletters
- Website / SEO, Blog posts
- Content Paid Ads (optional)
- YouTube
- Podcasts

Networking

- BNI, Rotary Club, 1 Million Cups
- Community Events & Panels
- Church and Wellness Partnerships
- Local Small Business Alliances (e.g. Chamber of Commerce, Real Estate Investors)



When Marketing Fuels Meaningful Networking

MARKETING MOMENT



A short video post on IG raises awareness about healthcare gaps.

NETWORKING TRIGGER



A local nonprofit leader sees it and invites you to speak at a wellness event.

REAL-WORLD OUTCOME



Seven new patient relationships grow from a single post and local invite.



Good Marketing vs. Better Marketing

What Works and What Doesn't: Lessons from the Field



Example 1: Social Media Copy - Good



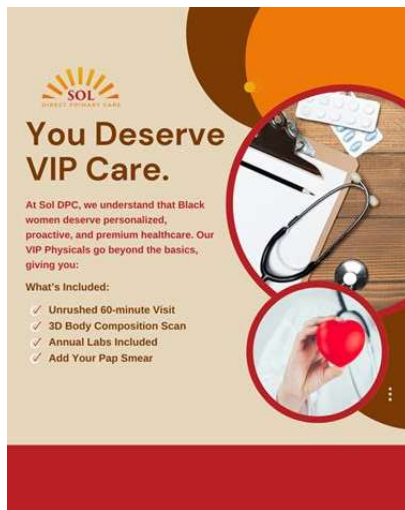
Example 1: Social Media Copy - Good



Example 1: Social Media Copy - Better!



Example 1: Social Media Copy - Better!



Example #2 - Social Media Videos - Good



Explains “DPC”

Labeled - You Know What You're Watching



Example #2 - Social Media Videos - Better!



Example 3: Event-Based Networking



Example 3: Event-Based Networking

- New DPC doctor shows up to a local health panel or business event
- Has a few business cards that he has to get out of the car when asked for a card
 - Prefers to use digital materials to share with attendees and panel guests
- Talks about what they do in broad, rambling terms
- Doesn't ask questions about the people they speak with
- Does only a single follow up with anyone after the event
- Outcome: People barely remember who they were or what they offer.



Example 3: Event-Based Networking

- Arrives with a goal: "I'd like to meet 2 _____ and 1 _____ who are looking to improve their access to healthcare."
- Has a crisp intro: "I run a community-focused clinic that helps people skip the ER for affordable, care regardless if they have insurance or not."
- Listens more than talks; takes notes on who to follow up with
- Follows up the next day with a friendly email and link to book a meeting
- Outcome: Books 3 follow-up meetings and gets invited to speak at a school health night.



Summary

- Know **WHO** You Are Marketing To
 - Define your avatar!
 - Keep them in mind for all of your marketing efforts!
- Establish Your Market Dominant Position
- Marketing Builds Visibility and Networking Builds Credibility
- Tailor Your Approach → Choose The Right Strategy Depending on Your Goals



Live Content Slide

When playing as a slideshow, this slide will display live content

Social Q&A for Crafting Connections: Marketing and Networking Strategies for DPC Success



QUESTIONS?



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