



LAUNCHING A SUCCESSFUL DIRECT PRIMARY CARE PRACTICE

5 Essential Marketing Strategies for Growth and Longevity

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AAFP1.CNF.IO

- ▶ Navigate to <https://aafp1.cnf.io/> and tap the session titled "Launching a Successful DPC: Marketing Strategies"
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Learning Objectives

1. Establish a strong brand identity for your DPC practice to clearly communicate your core values, attract the right patients, and build trust through a compelling value proposition, consistent messaging, and effective storytelling.
2. Develop and optimize a user-friendly website to enhance patient accessibility, improve online visibility through SEO, and streamline patient interactions with integrated scheduling and portal features, ultimately improving the patient experience.
3. Strengthen your local presence and grow your patient base by building relationships with local businesses, leveraging media opportunities, and collaborating with like-minded partners to foster community trust and engagement.



Today, we hope to help you with insights on:



1. Defining Your Brand Identity
2. Website and Digital Presence Set Up
3. Building Your Local Presence & Networking
4. Utilizing Social Media Effectively
5. Implementing Email Marketing and Patient Retention



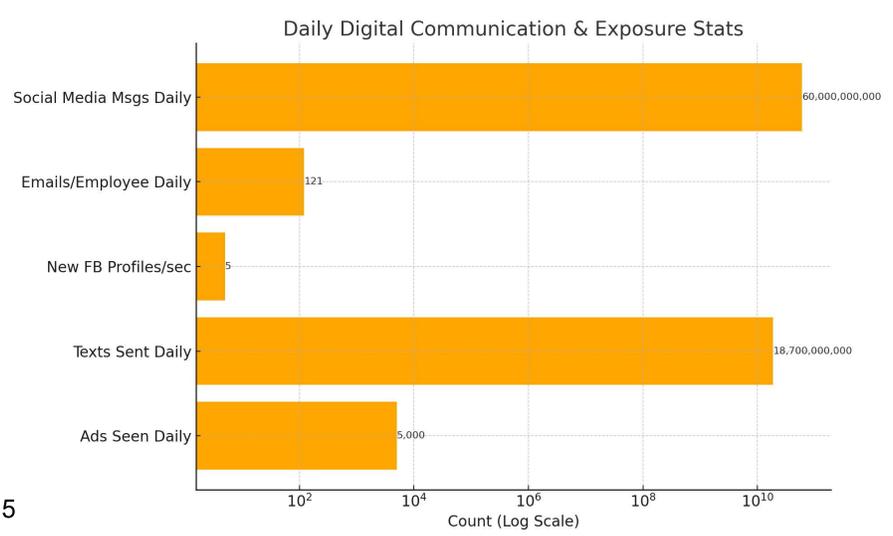


Defining Your Brand Identity



- Ads Seen Daily: 5,000
- Texts Sent Daily: 18.7 billion
- New Facebook Profiles/second: 5
- Emails/Employee Daily: 121
- Social Media Messages Daily: 60 billion

How do you cut through the clutter?



Understand the core values of your DPC practice

Defining Your Brand Identity - Understand the core values of your DPC practice.



Identify Your Audience *Who will you serve?*

- ✓ Individuals & Families
- ✓ Uninsured or underinsured individuals
- ✓ Families with young children
- ✓ Adults managing chronic conditions
- ✓ Self-Employed & Gig Workers
- ✓ Small Business Employees
- ✓ Retirees or Early Retirees
- ✓ Mental Health Support Seekers
- ✓ Frequent Travelers (Telehealth)
- ✓ Single People
- ✓ Students

Defining Your Brand Identity - Understand the core values of your DPC practice.



What are their Pain Points?

*Pain Point –
DPC Solution –
Benefit to them*



Defining Your Brand Identity - Understand the core values of your DPC practice.



Create a unique value proposition

Defining Your Brand Identity



When someone asks, “What do you do?”



Pain Point → Solution → Benefit



Defining Your Brand Identity – Create a Unique value Proposition

Craft Your USP

Pain Point → Solution → Benefit

Pain Point → Solution → Benefit Chart

	Pain Point	Solution	Benefit
1	Can't get a timely appointment with a doctor	Same or next-day appointments with DPC	Quick access to care when it matters most
2	High out-of-pocket costs with insurance	Flat monthly membership with no hidden fees	Predictable healthcare costs, no surprise bills
3	Uncertainty about what's covered by insurance	Transparent pricing and clear list of included services	Peace of mind and no billing confusion
4	Limited face time with the physician	Longer, unhurried visits with your doctor	Feel heard, understood, and valued
5	No support for managing chronic conditions	Ongoing, personalized care and direct access to your physician	Better health outcomes and daily support

🔑 Script 1 – The Appointment Problem

“A lot of people are frustrated because they can't get in to see their doctor when they're actually sick. In my Direct Primary Care practice, I offer same or next-day appointments—every time. That means you don't have to wait days or weeks for care. You get seen when it matters most.”

🔑 Script 2 – High Costs & Surprise Bills

“One of the biggest complaints I hear is about high deductibles and surprise bills after a doctor's visit. With my DPC model, everything is covered under a flat monthly fee. No co-pays. No extra charges. It makes healthcare costs predictable, so you're never caught off guard.”



Defining Your Brand Identity - Understand the core values of your DPC practice.

Develop a consistent visual and messaging style.

Tone of voice
Visual design elements
Key messages and taglines



Defining Your Brand Identity

Leverage storytelling to connect with patients.



We hope you have enjoyed today's tips.



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2. Website and Digital Presence Set Up
3. Building Your Local Presence & Networking
4. Utilizing Social Media Effectively
5. Implementing Email Marketing and Patient Retention

And random advice...



Feeling a little stressed out?

Now we are going to cover:

Website and Digital Presence Setup

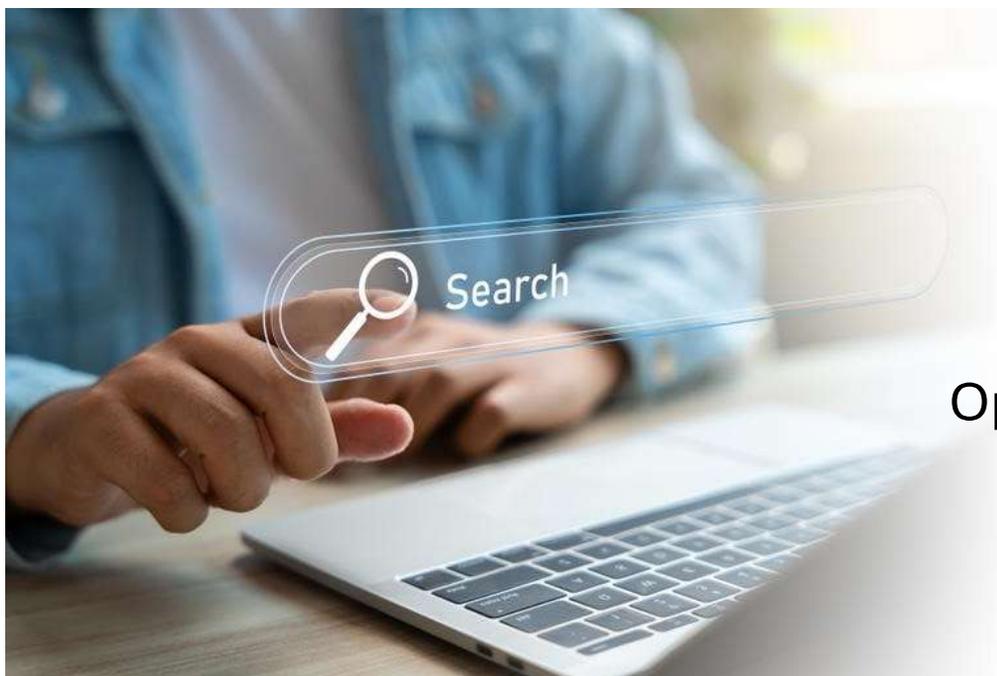


Website and Digital Presence Setup.



- Build a user-friendly website.
- Optimize for mobile accessibility.
- Use SEO strategies to increase visibility.
- Integrate scheduling and patient portal features.

- **Clear Navigation**
- **Strong Call-to-Action (CTA)**
- **Engaging Content**
- **Membership Information**
- **Contact Information**



SEO –
Search
Engine
Optimization



Integrate scheduling and patient portal features.

Many DPC scheduling programs have links or HTML codes to embed them into your website. Or, you can keep it old-school and have them contact you directly. Just have a method to keep track of your customer base.

Website and Digital Presence Setup – Integrate scheduling and patient portal features



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Now, let's get social!

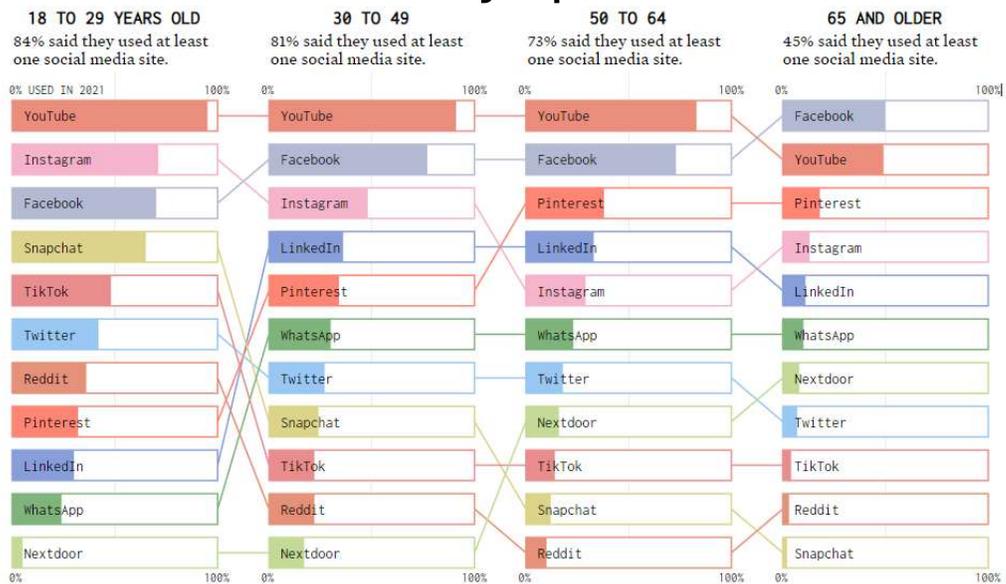
Utilizing Social Media Effectively

- Identify key platforms for your audience.
- Claim and optimize Google Business.
- Use educational and engaging video content.
- Run targeted ad campaigns.

Website and Digital Presence Setup – Integrate scheduling and patient portal features



Know where they spend their time



Source: Pew Research Center / By: FlowingData
Hcsmonitor.com

Utilizing Social Media Effectively - Identify key platforms for your audience.



Claim & Optimize Google Business Listing

Google My Business - Stand Out **Google for Free**
<https://www.google.com/business>
Your free Business Profile on Google My Business helps you attract and engage with local customers across Google Search and Maps. You've visited this page many times. Last visit: 10/30/19

Google My Business - Drive ...
Your free Business Profile on Google My Business helps you ...

Edit your business listing
Special Hours - Add or edit attributes - Google My Business

Add or claim your business
Add or claim your business listing. Get started. To add your ...

How it Works
Free Website Builder - FAQs & Support - Posts - Insights - ...

Sign up and verify your business
Sign up and verify your business. Get started. New to Google My Business

Google My Business
Google My Business is a free and easy-to-use tool for businesses ...

More results from google.com »



Utilizing Social Media Effectively - Claim and Optimize Google Business



CONTENT: Use educational and engaging video content.

- Create a special event
- Repurpose content
- Create a workshop
- Solve a problem
- Show your office, yourself, your location in a video
- Address a problem/concern - flu, cold



Utilizing Social Media Effectively - Use educational and engaging video content.



Utilizing Social Media Effectively
Share your social profiles.



“like” us on
Facebook
find us at

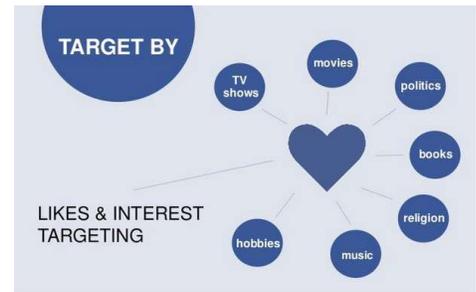
Facebook.com/YourBusinessName



Targeted Ad Campaigns



Sales is not child's play but essential to your child.



Google Ads – Search
Facebook – Push
Mobile – Interest/Push



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Building Local Presence and Networking



TOMA

FREE

Press Release
Social Media
Networking
Word of Mouth
Referrals

PAID

Radio
Newspaper
Chamber
Membership
Marketing Materials

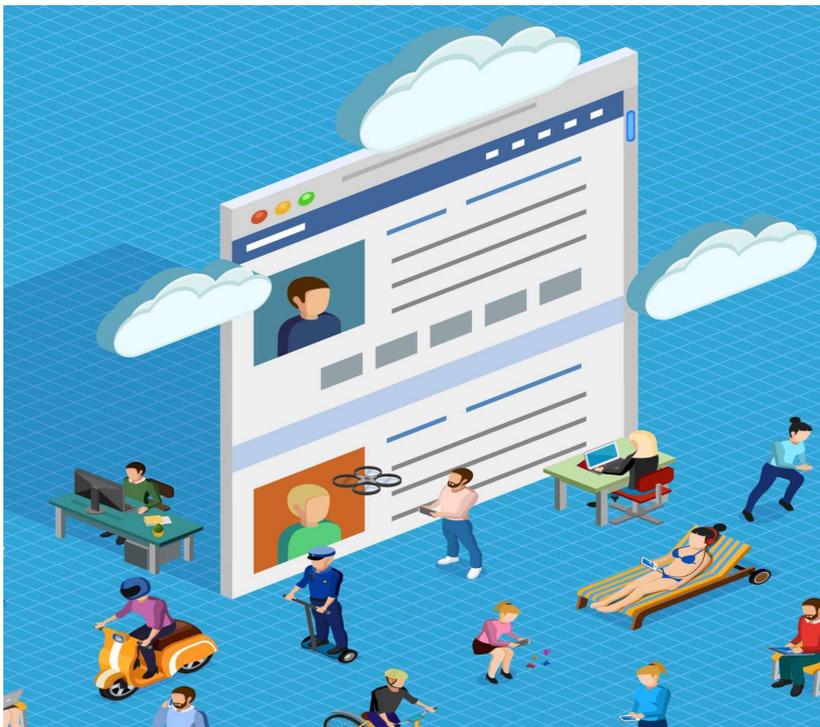


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Email Marketing and Patient Retention

- Send out a monthly newsletter
- Let people know about health concerns
- Get repeat business
- Send birthday cards via your database

Email Marketing and Patient Retention - Tailor content to patient needs through



Loyalty Program for Long-Term Patients

You may not think of loyalty and DPC.
BUT, even your most loyal patient may like a perk every now and then.
Here are some ideas:

- Free Pen or Notepad with New Patient
- Create VIP events that only your long-term patients are invited to – could be educational

Email Marketing and Patient Retention - Develop loyalty programs for long-term patients.



Today, we have covered:



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Random Advice



Commit to the Hunt

Don't Compare

You are
not for everyone



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Live Content Slide

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

Social Q&A for Launching a Successful DPC: Marketing Strategies



QUESTIONS?

Contact Information

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