



Ideas to Move Your Employed Physician Marketing Forward

Your job as the marketer is to know and understand your physician customer and what they want, and to be proactive in fulfilling those needs. Use these ideas from Corporate Health Group to boost your physician marketing efforts.

Traditional Marketing and Promotional Tactics

- Physician-to-physician meetings
- Physician featured in print newsletter
- Physician featured in ads announcing new doctors
- Physician promoted via speakers bureau
- Physician interview on television health news program
- Physician interview on radio health news program
- Physician promoted as expert to news media
- Physician bylined article placed in local media
- Physician featured in direct mail to target consumers
- Physician presents at community event or seminar
- Physician profile in print directory
- Physician promoted through physician sales/liaison program
- Physician featured in videos on in-house monitors
- Physician practice open house to introduce new physician
- Physician featured at “Meet and Greet” at recently opened/renovated facility
- Advice Line for community physicians that provides direct access to specialists for a peer-to-peer consult

Online Marketing and Promotional Tactics

- Physician profile, including photo and video, in online directory
- Physician featured in service line video
- Physician featured in disease specific e-newsletter
- Physician video on YouTube
- Physician featured in e-mail
- Physician name and specialty in paid search engine efforts
- Physician account on Facebook
- Physician active on Twitter
- Physician featured on podcasts
- Physician blog or featured on hospital blog
- Physician promoted on banner ads on other Web sites
- Physician available for online chats or response to questions
- Physician promoted on home page of Web site
(<http://www.corephysicians.org/providers/>)
- Employed physicians designated in physician locator list
(<http://akrongeneral.photobooks.com/>)
- Separate lists for faculty (or employed) physicians and community (or private practice) physicians (<http://www.lpch.org/findADoctor/search/searchDoc.pl> or <http://providers.fletcherallen.org/>)

[Contact CHG](#) for more ideas on how to support your hospital’s employed physicians.