

Phyzoom Startup Marketing for Physicians and Practices

Getting a Practice up and running is hectic – let us help









Physicians: are you getting your money's worth from your start-up practice assistance? A recent example from an established hospital system is offering the following for \$10,000, which they have to pay back in the form of a loan:

1. A letter from the hospital president to your referring physicians
2. An "information sheet" about the new practice and hospital
 - The "information sheet" includes the physician's photo, practice location, services offered, and primary hospital facts
3. A mailing, which goes to primary care physicians and specialists on the hospital's medical staff who would likely refer patients
4. A newspaper advertisement that includes the same "information sheet" data
 - The advertisement will appear within neighborhood newspapers within a small radius of the your primary practice address

This is all you get for a \$10,000 loan? Phyzoom can do better.



The quicker you ramp up, the sooner you pay back those loans

By taking advantage of Phyzoom, physicians can get all of these plus a whole lot more. For the same \$10,000 or less Phyzoom's team will design and implement the following in its Startup Marketing Program:

-  **Website and Logo Design** – start promoting your practice with the right image, monitor how visitors view your web, sell products online (if applicable) and even capture appointment leads. Coding will be optimized and your site will be registered with the leading search engines.
-  **Social Media** – sites that include a blog are visited 54% more than those without. Our web team will setup and design a social media strategy with your custom blog, Twitter, Facebook, LinkedIn and more.
-  **Print Layout** – Business and Appointment card design as well as Trifold brochure.
-  **Letterhead** – keeping your practice image consistent we will design your new letterhead.
-  **Referral Networking** – Phyzoom will design a One-Page profile handout to give to referring physicians at staff meetings, CME's, and other events. An introductory referral letter will also be design as a piece to be mailed with the profile handout.
-  **Media Relations** – A series of press releases will be created to keep your name in the news for the first 12 months of practice.
-  **Print Ad** – will be design to reach your key patient demographics.
-  **eNewsletter** – keeping in touch with your patients and referral partners on a monthly or quarterly basis helps your practice retain patients and build off your momentum.

To Learn More

Call 614.224.2343

-  **Distribution Platform** – Seamlessly syndicate your news content to RSS, iTunes, Social Networks and Mobile Devices.
-  **Quarterly One-on-One Consultation** – for the first critical 12 months we will spend time reviewing current marketing strategies, new opportunities and other promotional methods.

What other company can say that they are willing to offer physicians all of these quality features for the same amount of money they were paying before? At Phyzoom, we are focused on working with physicians to create the best possible representation of them and their new practice. Therefore, marketing plans will be designed around the physician, their specialty and practice goals. Along with that, conversation is always open between Phyzoom and its clients. We want your input and ideas, which is why we include quarterly one-on-one consultation sessions within our marketing plans. If a physician is offering a new procedure or program, we want to help them get the word out, and we can tweak our marketing plans accordingly.

In short, **Phyzoom is here to help**. We want to take care of your marketing needs, and help your practice grow, which allows you to focus on the most important part of the process, the patients.

Learn more about how Phyzoom can help your practice new practice or physician by calling 1-614-224-2343 x110 or emailing marketing@phyzoom.com

For more information on getting strategy designed for your new practice or physician, please contact:

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