



Does your medical website have a call to action?

For many industries, it's easy for companies to get site visitors to do something – purchase a product, sign up for a newsletter, make a friend request. Physicians, however, may have trouble figuring out how to keep their site users active. The more active your users are, the more likely they are to explore your site and absorb information. So, how do you call visitors to a healthcare site to action?

Have them:

- Request an appointment:
- Signup for a newsletter:
- Download a whitepaper
- Watch a video that gives information on your latest procedure
- Request feedback by creating an "Ask a Doctor" segment
- Write a blog that people can respond to



These action points keep users coming back to your site. The more you update this information and give them new content, the more they are going to want to keep visiting. Ultimately, these additions to your site will lead to more referrals and appointments for your practice.

PHYZOOM is an automated marketing and business development tool designed specifically for physician groups, homecare organizations and hospitals. PHYZOOM is a product of OnKua, LLC. - headquartered in Columbus, Ohio - which develops web-based marketing tools for healthcare organizations looking to grow business through the creative use of new communication technologies.

To learn more call us at 1-800-792-9921 or visit www.phyzoom.com