

EXECUTIVE DECISIONS IN DERMATOLOGY

FEBRUARY & MARCH 2020

Issue Focus: Marketing

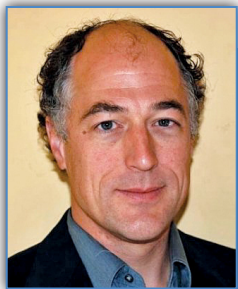
ADAM BOARD OF DIRECTORS ELECTION RESULTS

INTERACTIVE NEWSLETTER



Association of Dermatology
Administrators & Managers

Patient Education & Engagement Services in Support of Your Practice



Mark Becker, MD, is President of **Vivacare**, which provides medical professionals with digital tools to educate and engage their patients. Enrolled physicians receive a Professional Profile to share their clinical expertise and a Patient Care Toolkit with patient education content and tools, including a free mobile app to access hundreds of personalized patient handouts and videos to deliver at point of care.

By Mark Becker

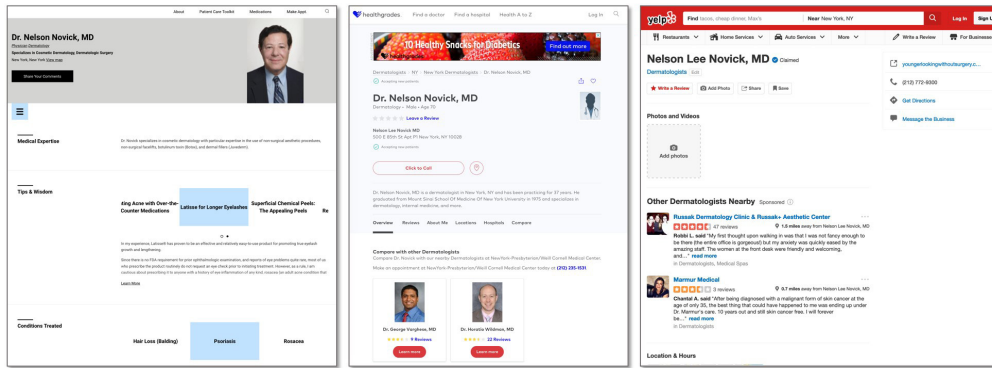
Running a busy dermatology practice, you need easy-to-use tools that can help move the needle on key objectives, including:

- Increased patient satisfaction
- Greater visibility online
- Improved clinical outcomes

A variety of tools are available, some at no cost, to help you and your physicians achieve these goals.

You should first be sure to leverage the capabilities available through your existing practice management system or EMR. Some practice management systems offer online appointment scheduling or appointment reminders delivered via text that you should consider implementing. However, some functions require the support of additional service providers, particularly in the area of patient education and online marketing.





A dermatologist's profile displayed on online directories.

Patient Education

Patients seek health information from the source they trust most...their own physicians. However, many providers fail to provide meaningful resources that help patients understand their conditions and treatment options. This is a missed opportunity for the practice to show its support for patients as they navigate their medical care.

Practice workflow and patient satisfaction can be greatly improved by educating patients BEFORE their appointment so that their time with the doctor is more productive and meaningful. For instance, a patient consultation for Mohs surgery is more efficient if the patient understands the basics of Mohs surgery before meeting with the surgeon.

It's also imperative to offer patients resources that help them manage their care AFTER they leave the office. Providing patients with videos on self-care measures (e.g., skin self-exams) and medication rebates can improve patient care and strengthen loyalty.

Your practice website is an ideal channel for distributing these patient education content and support tools. To make your practice website an in-depth resource for patients and helpful reference for your community, consider:

- Adding links to selected titles from professional organizations such as the American Society for Dermatologic Surgery (ASDS) or American Academy of Dermatology (AAD).
- Utilize a free Patient Care Toolkit with customizable patient handouts, videos and other patient support tools that can be displayed on your practice website.

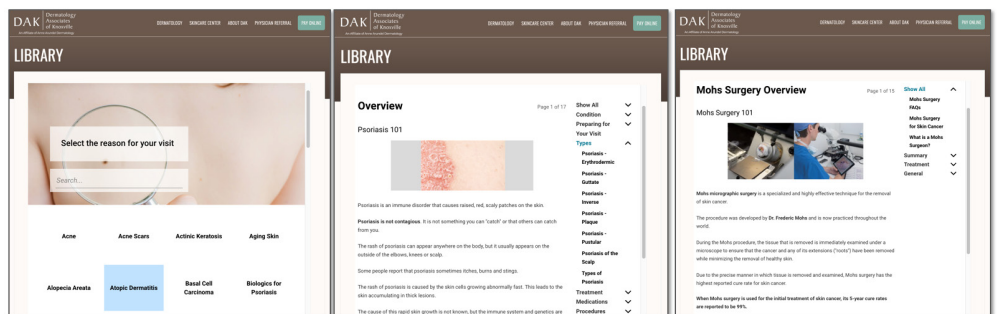
Online Physician Directories

Patients query Google for a doctor's name or practice name, on average, 20 to 100 times per month. Hopefully, their search leads them to your website where you can control how your doctors are presented. However, many online directories have become search results that could potentially depict your physicians in less favorable ways.

Some directories, such as **Healthgrades** and **Yelp**, offer increased online visibility for your providers, but the profile pages are cluttered with advertisements, highlight other physicians in the community and, worst of all, give voice to disgruntled patient reviews that can be difficult to control. Ideally, you want your providers to appear online in a professional manner where they can share their expertise and unique approach to care.

You can help your providers increase their visibility online, while maintaining their professionalism, by listing them in:

- Professional organization directories. ASDS, AAD and other organizations have devoted resources to creating online directories of their members. Be sure your providers have optimized their profiles for their professional memberships so that they include their photos and accurate practice and treatment details.



Practice website displaying patient education resources from Vivacare.

- FindaDermatologist.com. The **Find a Dermatologist Directory** is a great resource to promote information about the skin conditions treated, cosmetic procedures offered and personalized skin care tips for patients.

Patient Satisfaction Surveys

Patient satisfaction surveys are becoming increasingly important for building a satisfying experience for patients. It can help you discover hidden gems or problems and determine which issues your patients think are most important to address.

But getting patients to provide feedback can be difficult. Key steps for success include:

- Keeping the survey brief.
- Adding the survey to your website for convenient online access.
- Asking patients to take the survey immediately following the appointment.

Don't forget to publish positive comments on your website and physicians' profiles to share their accolades with the community. ■

The care you received on your last visit	100%
Overall experience with the practice	100%
Likelihood of recommending to family or a friend	100%
<ul style="list-style-type: none"> • February 04, 2020 - Dr. Baker was the only one to suggest that I had a lung condition that no one else suspected. He had access to a cutting edge test that confirmed his suspicions. I've seen others for asthma, but no one else had any idea about what was really going on • November 26, 2019 - I was really appreciative of how much detail Dr. Baker went into explaining the "hows and whys". I feel much more knowledgeable about steps I can take managing my asthma. • November 26, 2019 - Not sure. Everything went well. 	

