

Marketing Ideas for Your Practice

Here's a list of ideas that can help you promote your advanced wound care expertise in the local community. With just a small effort on your part, any of these ideas could be a great success. They may even spark some ideas of your own.

- 1. Take advantage of Diabetes Awareness Month.** In November there are many events focused on diabetes. Get involved and teach the public about diabetic foot ulcers (DFUs).
- 2. Sponsor health and wellness programs at local libraries, churches, or YMCAs.** These facilities are central parts of most communities. Participation in such an event spreads word of mouth about your wound care center.
- 3. Organize wound care awareness events at senior centers, Masonic lodges, Knights of Columbus lodges, or retirement communities.** Gain access to potential patients at places where they often get together.
- 4. Identify local physicians and organize an advanced wound care seminar.** Primary care physicians may not know about advanced wound care, but they may be more likely to refer potential patients if they did.
- 5. Develop relationships with local physicians and add Internet links on their Web sites.** Patients trust their primary care doctors. By having a link to your practice on their site, you present yourself as a trusted partner.
- 6. Utilize the local media.** The TV news health report and the health & sciences section of the newspaper are always looking for a scoop. Help them learn about advanced wound care by detailing the treatments and therapies available through your practice.
- 7. Put an ad in the paper.** Awareness goes a long way. And if you can get placement near an article on advanced wound care, it's even more effective.
- 8. Place a banner outside your wound care center.** The cheapest and most logical place for outdoor advertising is outside your own facility. Potential patients drive by every day.