

Market and patients checklist

Defining your market

- Define clearly what services you are offering.
- Define who is most likely to require your range of services, why and how frequently.

Planning and implementing your marketing plan

- Define what needs the patients are likely to have that your practice can address.
- Decide which marketing options are the most appropriate for your prospective patients (i.e. what they will feel comfortable with).
- Establish what sort of marketing approaches are appropriate for your different market segments. If they converge, you will be able to streamline your marketing.
- Identify other health professionals who may wish to refer patients to you.
- Identify what organisations or institutions may be of importance to your practice (hospitals, health centres, aged care homes, schools, welfare services).
- Write out a plan for the next 12 months, spreading the expenditure and concentrating on those activities most likely to draw patients.
- Allocate a budget for promotions and marketing.
- Decide how you will measure the success of your plan so that you know whether to repeat or terminate an event in the future.
- Measure referral patterns of all referrers

Creating a first impression

- Is the lighting appropriate, with natural light available, or is the light harsh and likely to make someone who is ill or anxious feel less well?
- Do you have soft furnishing to absorb harsh sounds and is there background music to help calm people while they wait?
- Are the reception desk and other areas clean and uncluttered, and are staff trained to welcome patients in a warm and friendly manner?
- Is there a water cooler or some other attention to detail that gives patients an impression of your concern for their wellbeing?
- Is the name of the practice clearly displayed outside?
- Do staff wear uniforms and/or name badges?
- Is there sufficient space in the waiting room to ensure patients do not feel crowded?
- Are brochures and business cards available?