



Client Brief

Medical Practice Marketing Plan

Key words: practice marketing, marketing plan, patient acquisition development

Conundrum: New practice seeking to generate outreach plan for patient acquisition.

Synopsis: A brand new practice without prior professional relationships was starting up in Pennsylvania. Physician wanted to offer specialized concierge services in addition to his traditional practice. Wanted to know how to price specific services and what services might be attractive. Physician also wanted to develop a systematic plan to generate interest and new patients to his practice.

After researching competitive offerings and the local marketplace, Forté Partners advised the physician on pricing levels and service items. Forté Partners created an ideal and likely patient profile to help the physician focus outreach. Once the environment and the target were understood, Forté Partners created a marketing plan detailing monthly activities with cost estimates.

Benefit/outcome: The physician was able to present the new practice in a competitive arena as distinctive and attractive. The physician understood the most likely avenues to reach out to the targeted demographic. The physician acquired a step-by-step plan on what to do, when to do it and the likely expense for each activity.

Client type: Solo practice