



How to Craft a **FORMIDABLE**

Personal Statement for Your Review Site Profile

INBOUNDMD

Word of mouth (WOM) referrals still hold sway as the main ways doctors attract new patients. But now these formerly private conversations are digital and public. One recent survey of U.S. patients show that **84% of them start their search for a doctor by consulting online views.**

One revolutionary detail of the digital WOM review site boom is the doctors (that means you) can now be active participants in these conversations.

The first step in joining the conversation is owning your profiles on review sites. Only by claiming your profile can you ensure its accuracy, respond to reviews, and present your own vision of your practice.

The Profile Statement is Your Chance to Differentiate Yourself

Most of the medical review sites have common fields, usually built by dropdown options: Specialties, procedures, certifications, insurance accepted, education. These are important fields. Fill them out.

But they also offer one free-form field where you can write your own narrative. This field goes by different names: “Practice statement” or “Doctor’s biography” are two examples. Ignore the field title. The relevant detail is that it’s free form. You can add whatever information you want.

So make it good. Give potential patients a compelling reason to contact you.

This field is your primary means of making your profile stand out, other than your reviews. Which makes it the only primary means you control directly. Use this eBook to craft a statement that sets you apart.



“

Doctor v Practice Profiles:

Many review sites provide profiles both for individual doctors and practices. The process for writing a standout statement is the same for both types of profiles.

Writing a Compelling Statement



You want your statement to motivate the reader to choose you. That's why your statement must contain a call to action (CTA). Like it or not, you're selling. Tell the reader what they can do to take the next step.

Of course, just telling them "call me!" isn't very ... compelling. You need to give them a reason. **Your statement is the buildup to your CTA.** This section sets out the process in three high-level steps:

1. *Preparing the groundwork*
2. *Developing the content*
3. *Customizing for different sites*

Preparing the Groundwork

Before you start writing, you need to clarify a few important pieces. It starts with your patient personas. Your patient personas are descriptions of your ideal patients, both demographic and **psychographic**. What their challenges are. What concerns them. Where they look for medical information. Why and how they make their health care decisions.

If you don't know who you're looking for, you can't write to them. **The second step is learning how your ideal patients talk about their concerns.** This is so important, it has its own section below.

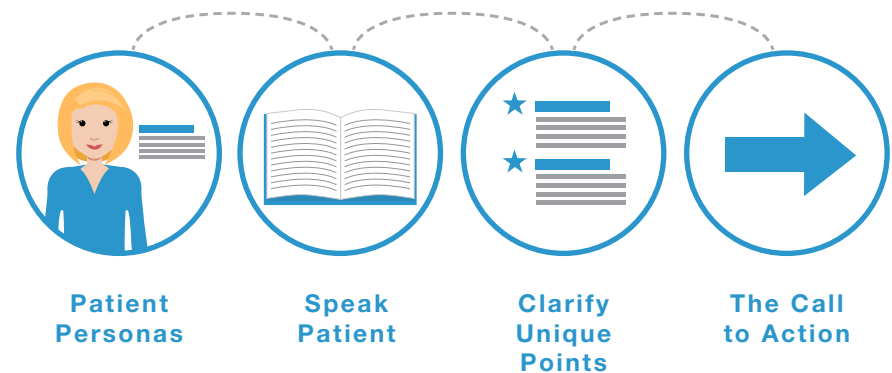
You also need to **know what makes your practice unique**; your USP – unique selling point. Your practice may already have developed a formal Theory of Care or practice mission. If you haven't formally written this out, you surely have one floating in your head. The way you approach health and healing. How you work with patients. The principles and motivations that keep you practicing.

Write down what makes you unique. Talk to trusted colleagues and long-time patients to find out how they perceive your style of care. Ideally, what makes you stand out aligns with the interests and concerns of your ideal patients. If not, you need to reconsider one or the other.

Last – **decide what the CTA of your profile will be.** Do you want to drive traffic to your website? Do you want them to make an appointment right from your profile, or at least call to schedule one? Your profile will passively offer many actions readers can take. But your statement should explicitly ask for just one. Decide what is your preferred action and center your CTA on that.

To recap laying the groundwork:

1. *Research and create your patient personas.*
2. *Research the language your ideal patients use when talking about their health or medical concerns.*
3. *Clarify what makes your USP; the reason(s) why patients should choose you.*
4. *Pick the ONE action you want visitors to take after reading your profile.*



Write a Compelling Statement

Develop Meaningful Content for Your Statement

The foundational principle that guides every word you write is that your statement is about your patients, not you. This statement is about attracting your ideal patients and giving them a reason to put you on their short list.

Your statement isn't about flattering yourself or telling patients what you think is important. It's about what they think is important. If knowing that you see patients on time is important to them, then you need to include a note on how well-managed your office is.

But alright – it's a little about you. It's about you in the sense that you're sharing information about yourself that's meaningful to your prospective patients. People connect to other people. Not a medical practice. A critical part of creating that connection is telling the story of your background and your practice.

Your story can include personal notes about your background and motivation in becoming a doctor or selecting your specialty. It's personal details and observations of your journey both in becoming a doctor and in your years of practice that people can relate to.

You don't need to share every meaningful vignette. Jot down some highlights or pivotal events and experiences that define you as a doctor. Then select the ones that best illustrate your USP and meet your patient personas' concerns. These are the 2-4 personal points to weave into your statement.



“

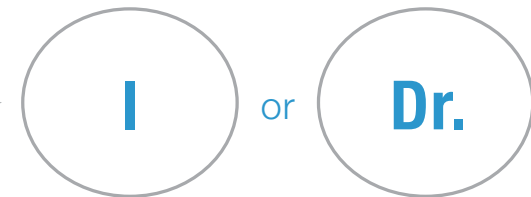
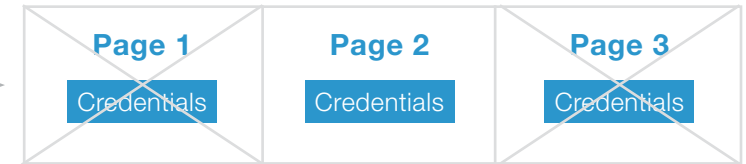
Why you?

When it comes to writing a compelling, meaningful statement about you and your practice it's best to think about it from your patient's point of view - why should they choose you? Remember, your writing should impress patients, not your peers.



Here's some other writing "Dos and Don'ts":

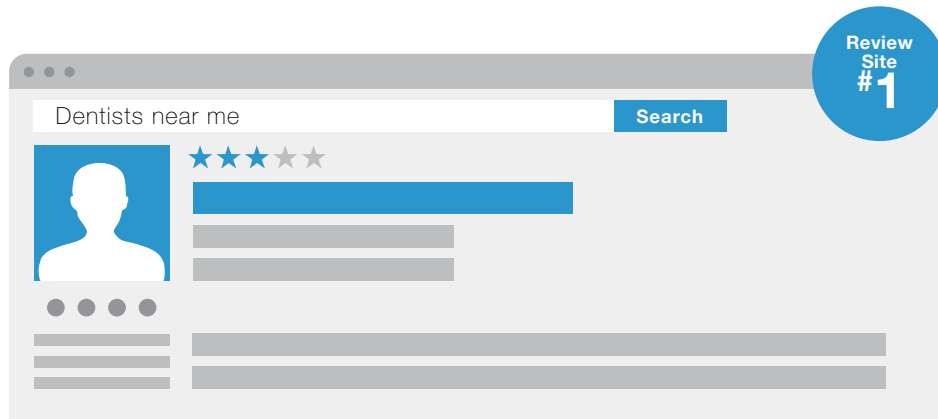
- **Don't repeat information available elsewhere in profile** (e.g. hospital affiliation or education background) unless it's vitally important to standing out and ties directly to your USP. Otherwise, you're wasting valuable real estate repeating information.
- **Be consistent on whether you use the first or third person.** Using the first person ("I selected orthopedics ...") is more personal and less formal than using the third person ("Dr. BigDeal selected orthopedics..."). There's no right or wrong. The style should suit the nature of your practice and the patient you're seeking to attract.
- **Keep your statement at 7th-8th grade reading level.** Readers of all educational levels find such text more accessible and persuasive. You're a doctor. They know you're smart. You don't need to impress them with text they can't read. Use plain English medical terms here.
- **Use a clear, simple, explicit CTA.** If you want them to schedule an appointment – say so directly and tell them how they can do it. Indirect language "We'd love to hear from you blah blah blah" isn't compelling. "Schedule your appointment today" is direct. "Visit our website to learn more about our practice" is direct.
- **Get feedback.** Have 2-3 people you know to be direct and whose opinion you value read your statement. You don't need to make every change they suggest. But think about what they said, what has merit, and what changes are worth making.



Superfluous wording causes instantaneous confusion.

Come in for a visit today!



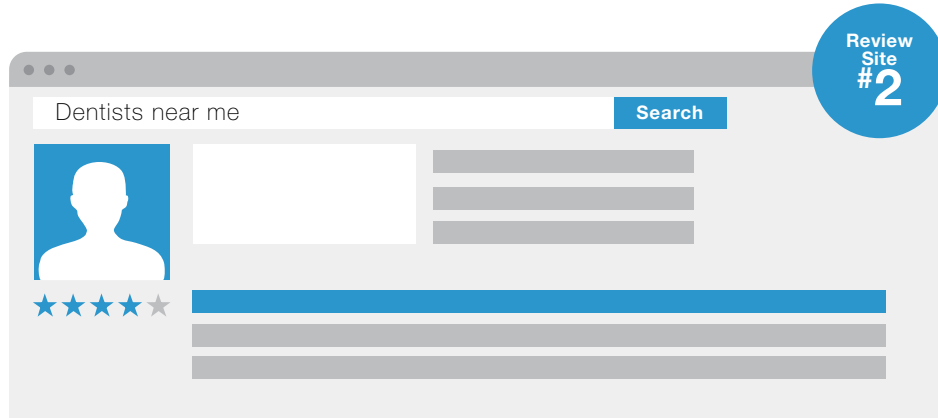


Review Site #1

Customizing Your Statement for Different Review Sites

Different review sites provide different amount of space for your statement. Write up a full statement (around 600 words) as your baseline statement. From that, create a shorter version that hits on your most critical points.

Always, always include your CTA. But your CTA can vary by review site. If you're on ZocDoc, it's all about scheduling the appointment directly from your profile. On Google My Business, your CTA may be to visit your website. But remember – only make one CTA in your statement.



Review Site #2

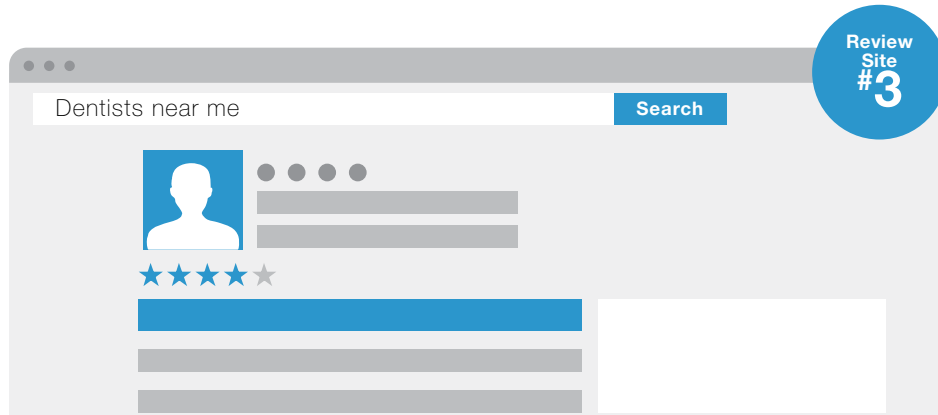
Last, take advantage of any formatting options the review site might offer. Bold, bullets, numbers, indentations all make text more visually appealing and readable. No one wants to read anything that looks like one big run-on sentence.

“

Posting a Video Statement:

Some sites let you upload a video. Use this as a statements highlight opportunity. A good speaking pace is 120-150 words per minute. Keep it short, less than 3 minutes. You can voice-over other visuals, like an office tour or relevant, interesting imagery. If you talk on-camera, which is a great way to personalize yourself, select your surroundings carefully. How does your environment support or detract from your USP?

Last – close with your CTA!



Review Site #3

Speaking Your Patients' Language



When you draft your statement, you want to address your patient personas' concerns, but you also want to use their language. Do your research to find both. Fortunately, the new culture of sharing everything online is a great help here.

- **Start with patient forums, not doctor forums.** Websites like Patient, WebMD, and MedHelp. We know, self-diagnosis is horrible. You're not here for the quality of the advice. You're here to learn what questions patients ask and the language they use to ask them.
- **Search on social media using terms relevant to your specialty.** For example, a Twitter search for "heal broken ankle" provided these real people tweets - (pictured at right). Your patient personas tell you what social media sites where your ideal patients congregate. Do your searches there.
- **Read patient reviews!!** Not just yours, but your competitors. Patients aren't coy. They share exactly what they like or dislike, and why.

How to Use this Language

Look for recurring themes and language. In the Twitter search excerpted above, there was a lot of talk about "naturally" or "surgically" healing, and "natural tips" for healing. So the issue of how you make decisions on recommending surgery or not may be one to address. The trick then is to drop in phrases strategically, not sound like a lay person.

Prioritize what topics and phrases to incorporate into your statement the same way you choose which personal and professional details to share: Which align with your patient personas' concerns and support your USP?



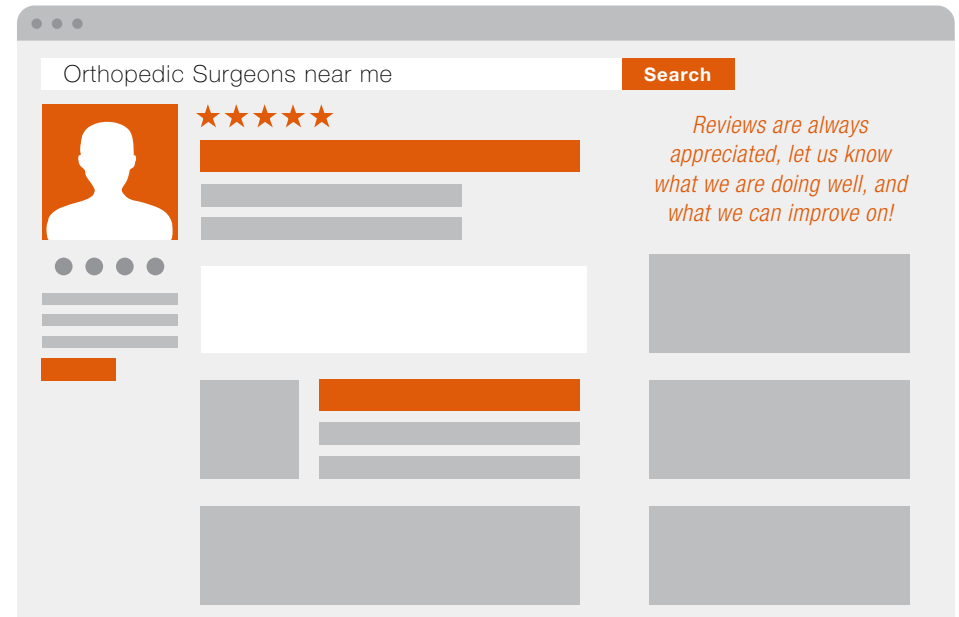
Search on social media using terms relevant to your specialty.

Review Site Best Practices Checklist

You have two checklists here to run each review site profile through. The first is a general checklist for your entire profile. The second checklist is dedicated to your personal statement.

General Checklist

- 1. Collect all relevant information** into single file to make filling out all your profiles easy. This will ensure of consistent, accurate data when you centralize your profile information.
- 2. Start with the review sites that create profiles for you**, like Yelp, Google My Business, RateMDs and Vitals. Since you already (probably) have a profile on such sites, you want to make sure they're accurate.
- 3. Post a headshot on your profile!!** If the site lets you upload a gallery of images or video, take advantage of it. You only need the one headshot. Use the other images or videos to show more of your practice and its people and location.
- 4. Provide thorough and updated key information.** We're talking about logistical information (address, phone, hours), specialties, procedures, insurance accepted, hospital affiliations, and languages spoken. When any of these changes, update your profile worksheet you created for item #1 (above) and then have your profiles updated.
- 5. Fill out all the fields.** If the field is there and you have valuable information to fill it out – do it.
- 6. Connect any other digital property you can.** This means your practice website, your social media profiles, click-to-call for the review site's mobile site. Make is easy for people to learn more about you and connect to you.
- 7. Properly encourage patients to review you.** You only have indirect control over earning stars and badges. So be proactive about it. You can't ask patients to review on every site. Select your top one or two priorities, and focus on those.



Review Site Best Practices Checklist

Personal Statement Checklist

- 1. Clarify the personas you want to attract.** A statement that's too generic isn't compelling to anyone. Talk to your dream patient. Don't worry about the rest.
- 2. Don't repeat information that's elsewhere in your profile.** Take advantage of this space to personalize your communication and share messages you can't in canned fields.
- 3. Paint cohesive picture that appeals to patients, not your vanity.** Remember, this isn't about you. It's about the you that addresses the interests and concerns of your ideal patient. Talk to them about how/why you're the provider they need.
- 4. Take advantage of any formatting options.**
- 5. Keep writing at 7-8th grade reading level.** MS Word has a built-in tool that tells you the reading level of your writing. There are also several free or very inexpensive reading analysis tools available that will provide specific guidance on things you can change to simplify your text.
- 6. Specify what action (CTA) you want profile readers to take.** On ZocDoc, you want them to schedule an appointment. On another site, you may want them to visit your website or call your practice. Whatever action you want them to take after reading your profile, ask them to do it.
- 7. Get feedback.** Peers, trusted family or friend. Anyone who'll be honest. Never post something no one else has read.



“

What makes you different?

Your personal statement is your chance to stand out from your competitors and peers in the minds of patients. Communicating how you and your practice are different from others is the key to a successful personal statement.



Hopefully, this ebook motivates you get the hardest part done – writing your personal statement. Once that's done, the rest of updating your profiles is just admin work you can delegate.

Digital review sites are the new personal referrals. **You have to participate**, otherwise your potential patients are making appointments with other doctors.

INBOUNDMD

sales@inboundmd.com | 1-800-818-7199