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BY EYEMAGINATIONS

Six Ways to **Build Your Tech-Savvy** Practice

Technology can have real benefits for your practice and your patients. And studies have shown that patients want doctors to be tech savvy. Does it seem like becoming high tech is beyond your reach?

HERE'S HOW TO CREATE A TECH-SAVVY PRACTICE IN SIX EASY STEPS.

1.

COMMUNICATE WITH THE CUSTOMER: Engage with patients regularly, either via direct email, text, or email newsletter. Quality patient education materials can help engage patients, and aid with patient compliance and customer retention.

2.

ENHANCE YOUR WEBSITE: Don't make your site an online brochure. According to Pew Research, 72 percent of Internet users look for health information online. Be a reputable source. Offer high-quality medical videos, a blog or other resources on your website with cloud-based patient-education programs that provide the content patients are seeking.

3.

GET SOCIAL: Your patients are on social media, you should be there, too. Social media is a way to offer the latest information about trends in your industry, news about your practice, and patient education. Make sure your practice has at least a Facebook page and LinkedIn company page, and that you use them to post regularly.

4.

UNDERSTAND AND USE THE CLOUD: Information stored in the cloud can be accessed anytime, from anywhere with an Internet connection. How do you make the cloud work for you?

- A central source of educational materials in the cloud can be easily shared with patients *(post-visit sharing can improve patient recall and compliance)*.

- One source of content that lives in the cloud allows you to play high-quality patient education materials on multiple devices throughout your practice.

- A variety of content stored in the cloud enables you to easily send follow-up materials to patients that they can share with family and friends.

5.

MAKE YOUR WAITING ROOM WORK: Cloud technology allows you to play the same patient-focused content from your website on any screen in your waiting room—a flat-screen TV, an iPad, even a desktop computer repurposed for that use. Research on the psychology of waiting shows that patients want to feel like their time is being well spent as soon as they get to your office.

6.

EXPAND TO THE EXAM ROOM: The cloud can expand well-crafted patient education materials to the exam room for use on tablets or desktops. Email materials directly from the exam room to patients.

WANT MORE INFORMATION ABOUT GOING TECH WITH YOUR PRACTICE? Check out our blog for posts on building a tech-savvy practice, using social media, blogging, the cloud, and more. Or contact us about how to make cloud-based patient education materials work for you.

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