

The Digital Practice

Proven Marketing Tactics for Today's Physician

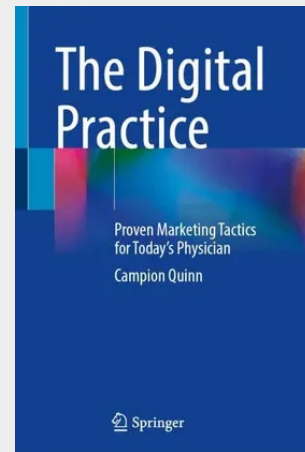
This book shows healthcare leaders how to translate digital touchpoints into measurable growth for their medical practice—without tripping HIPAA tripwires or burning precious budget. Physicians, clinics, and hospital systems can no longer rely on word-of-mouth or billboard ads. More than half of U.S. adults now research a doctor online before booking, and 54 percent of primary-care visits already touch telehealth. This book is a practical, data-rich road map that guides readers from “How do I get found?” to “How do I prove ROI to the CFO?”

Twenty-two tightly sequenced chapters begin with foundational concepts—digital consumer behavior and the legal basics of online promotion—and progress to advanced tactics such as AI-driven predictive analytics and virtual-reality patient education. The narrative arc moves the reader along the exact path a practice must follow to launch, optimize, and future-proof its digital presence. Early chapters explain why physicians must meet patients where they already search online, while later chapters quantify how smart data analysis supercharges campaign ROI.

Every tactic is paired with the relevant U.S. privacy rule or advertising statute. Boxes supply SMART-goal worksheets, consent-form boilerplates, influencer-vetting checklists, and a downloadable ROI calculator. Detailed walkthroughs of Google Analytics, Sprout Social, Tableau, and comparable platforms help busy teams pick the right dashboard fast. Each section closes with real results and a dedicated “Emerging Technologies” chapter demystifies AI chatbots, augmented reality, and 5G-enabled telehealth, showing readers where to invest next. The book closes with scenario analyses and a checklist for staying agile in an algorithm-driven future.

This is an ideal guide for all physicians running a medical practice.

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