

OFFERING PRACTICE GROWTH SOLUTIONS

Did You Know?

96% of patients believe online reviews play a major role when determining care options.

Providing Valuable Tools to Support Your Practice

Physicians have the opportunity to strengthen their practices with various services offered through Matrix GPO's partners.

01 | Practice Growth Solutions

Matrix GPO offers practice growth solutions aimed at assisting physicians in enhancing their online presence, website, and digital scheduling capabilities. All-in-one HIPAA-compliant software delivers real-time business insights and analytics regarding your office's online presence while attracting patients and boosting customer experience. Expanding your online reach and visibility is simple using Reputation Marketing, Social Media Management, and Video Marketing.

02 | Online Marketing Management

Patients often rely on social media, online research and physician review websites to find the right physician. To stand out among competitors, building and maintaining an online presence is essential to strengthen their reputation.

An Online Marketing Management Solution offers Matrix GPO members the ability to build, manage, and protect market reviews by:

- Driving traffic to your business
- Creating indirect referrals with online platforms
- Decreasing paid lead costs by driving prospects that already trust your practice

03 | Features

Matrix GPO has engaged with several organizations and businesses to offer its members a variety of products and programs. These trade relationships are designed to provide Matrix GPO members access to a diverse portfolio of service providers. Some examples include:

- Med-Surg Supplies
- Web & Video Conferencing Solutions
- Telemedicine
- Insurance Products & Risk Consulting
- Inventory Management
- Marketing Services
- Regulatory and Educations Services
- HR and Supply Chain Solutions
- Customized Data, Reporting and Analytics
- Distribution
- Two-way texting

Learn More

[Contact us](#) today to learn more about the resources available to Matrix GPO members, as well as new and exciting services available to the healthcare industry. Click [here](#) to visit the Matrix GPO website and fill out an enrollment form.

References

<https://matrixgpo.com/Content/gpo-overview>

<https://matrixgpo.com/Content/service-providers>

<https://b2b.healthgrades.com/insights/blog/online-reviews-impact-how-patients-select-hospitals-doctors/>