

# PROVIDING PRACTICE GROWTH SOLUTIONS

## ***Did You Know?***

*The average patient reads 6-10 online reviews before booking an appointment with a new provider.*

## **Supporting the Viability and Sustainability of the Community-Based Practitioner**

*Matrix GPO is positioned to collaborate with other national GPOs to supplement the overall product offering.*

### **01 | Practice Growth Solutions**

Matrix GPO offers practice growth solutions through our partners 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 Education 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://leaphealth.ai/blog/the-financial-impact-of-online-reviews-on-healthcare-practices/>