

ONLINE MARKETING SOLUTIONS

Did You Know?

Approximately 90% of individuals in the U.S. use social media to search for health-related information.

Supplying the Services Needed to Succeed

Physicians and Practices have the opportunity to strengthen their business with Matrix GPO services.

01 | Customized Marketing Solutions

Matrix GPO provides its members, through our partners, a tailored solution to assist physicians in generating new clients and increasing revenue. The program uses Reputation Marketing, Social Media Management and Video Marketing to build an online presence for practices, delivering continuity and visibility, generating trust and growing online reach.

02 | The Importance of Your Online Reputation

As competition continues to increase, every practice should consider boosting its online reputation to attract more patients. This is especially important as patients rely more on social media and online reviews to choose their healthcare providers.

Today, over ninety percent of patients use online reviews as part of their search for a new physician. The Reputation Management Solution offered to Matrix GPO members builds, manages, protects and markets reviews to:

- Create trust to drive traffic to your business
- Develop a pipeline of indirect referrals
- Decrease paid lead costs by driving prospects who already trust your practice
- Build a higher closing ratio using referrals

03 | Social Media Relationships

Nearly 5 billion people around the world use social media sites. Social media can be a powerful tool to assist physician practices in connecting with past, present and future patients. It can also provide an opportunity to reach your target audience on a more personal level.

However, managing social media can be difficult for a busy practice. That's why Matrix GPO offers its members access to a Social Marketing Solution that publishes content, searches for content and finds real-time leads.

04 | Creating Trust with Video Marketing

Video marketing is a great way to capture the attention of your patients. Video testimonials, in particular, can build confidence in your practice and work much like traditional referrals and online reviews. These testimonials also have the added benefit of being easily shared across multiple channels:

- Posted on the company website and social media
- Sent by email directly to clients and patients
- Transcribed into brochures, flyers and direct mail
- Played in waiting rooms

Learn More

[Contact us](#) today to learn more about the resources offered 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

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