

PROVIDING PRACTICE GROWTH SOLUTIONS

Did You Know?

The top reason given by doctors when asked why they elected hospital employment over private practice was "they did not want to deal with the administrative hassles of owning a practice".

Committed to True Value

70% of consumers are influenced by online ratings and review sites when choosing a physician.

01 | Practice Growth Solutions

Matrix GPO offers practice growth solutions which help physicians improve their online presence, website, digital scheduling capabilities. All-in-one HIPAA-compliant software can provide real-time business insights and analytics on your offices online presence while attracting patients and boosting your customer experience. Expanding your online reach and visibility is made easy with utilization of Reputation Marketing, Social Media Management, and Video Marketing.

02 | Online Marketing Management

Patients are utilizing social media, online research and physician review websites to find the right physician. In order to stand out among the competition, every practice should build and maintain their online presence 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 | Service Providers

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

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

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 health care industry. Click [here](#) to visit the Matrix GPO website and fill out an enrollment form.

References

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