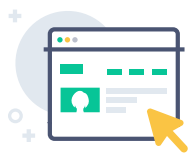# The healthcare provider's practice growth checklist for 2022

☑ Drive business with your practice website

☑ Maintain a positive, influential online reputation

☑ Modernize the patient experience

☑ Streamline front office work

☑ Track business performance metrics

D elivering a modern, digital patient experience was once a competitive advantage for forward-thinking practices. Now, it's a business imperative for all. With a growing number of care options and settings, patients are playing the role of consumer — and they're becoming more selective. In our 2021 patient survey report, 72 percent of patients said they would switch doctors for an experience that better meets their preferences.

Your practice potential for growth relies heavily on your response to consumer shifts and patient demands. Healthcare practices that adopt technology to offer patients greater ease, convenience, and access are best poised for success in 2022.

To help your practice review current strengths, we've created the following checklist. Review each section to see what you're doing right to attract new patients and deliver an experience that keeps them coming back. Any box left unchecked is an opportunity to grow your practice in 2022 and beyond.
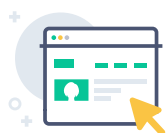
Drive business with your practice website

Optimize your practice website for the best possible rankings in search results.

Create clear, helpful titles on every web page, along with engaging meta descriptions, and URLs that answer patient search queries.

Feature rich, descriptive content about your services, dedicating a single web page to each one.

Make sure your practice website is designed to be mobile-responsive and can adapt to any browser size.

Confirm that your web pages load quickly to minimize visitors abandoning your site due to slow load times.

Ensure your practice website conveys a professional, modern brand.

Bring your practice to life with high-quality photos that showcase your office (interior and exterior), staff, and services.

Feature positive testimonials that demonstrate a high level of patient satisfaction.

Publish blog posts that establish your medical expertise and answer patients' most common questions related to your specialty.

Implement a website strategy to convert visitors into patients.

Include prominent calls to action (CTAs) that influence patients to book an appointment.

Offer online scheduling via your website, making it easy for patients to schedule or request a visit.

Be sure your phone number is featured in text, so patients can call your practice with a single click.

Give patients the option to connect with you via text messaging directly from your website.

Make your website the hub of your practice operations.

Create a positive, informative experience when people arrive at your website.

Offer patients a variety of ways to contact your practice right from your website, most notably on your site homepage.

Implement convenient patient self-service opportunities, such as online booking, digital registration, and patient payments.

Maintain a positive, influential online reputation

Take ownership of your profiles on healthcare, business, and directory websites.

Claim each professional profile on every website that lists your practice and providers.

Ensure your contact information (name, office address, phone number, and website URL) and business hours are correct on each profile.

Optimize each profile with detailed content about you and your practice. Include high-quality photos of your team and facilities.

Claim and audit your practice's Google My Business (GMB) listing.

Claim and verify your listing with Google.

Add or confirm your office location, business hours, and specialty to ensure those details show up in filtered searches.

Update your GMB listing with new photos, direct links to your website, and detailed content about your practice.

Add a few questions and answers to your Google business profile's "Questions & answers" section.

Enable appointment booking through your GMB listing.

Create relevant Google Posts every month to share news or drive appointments.

Proactively manage your online reputation.

Ask each patient for feedback after their visit — preferably with a simple, automated online survey.

Monitor any online patient comments, feedback, or reviews on a daily basis.

Reply to negative reviews swiftly and respectfully, and offer to resolve any issues directly with patients offline.

Thank reviewers who give positive feedback and add positive patient testimonials to your practice website.

Modernize the patient experience

Offer patients online scheduling.

Give patients the opportunity to book or request an appointment via your practice website, 24/7.

Enable online appointment requests via Google and other business listing websites that offer the functionality.

Send appointment reminders to reduce no-shows and meet patient preference.

Send automated appointment reminders via email and two-way text messaging.

Enable patients to confirm, cancel, or reschedule their appointments digitally.

Offer patients text messaging to connect and communicate easily with your practice.

Give patients a "call-to-text" option: upon calling your practice, patients receive a prompt to send a text message instead.

Use a secure text messaging platform for patients to request an appointment and get questions answered.

Provide telehealth options.

Offer patients the option to meet you virtually for certain visit types, reducing wait times and patient no-shows.

Create a seamless telehealth experience by sending patients a unique video link that requires no software download or login to attend an appointment.

Accept digital patient payments.

Create and send digital invoices to patients via email or text message.

Encourage patients to pay their bill online, which reduces time to payment.

Streamline front office work

Empower your front office staff to save time and accomplish tasks with less work.

Send automated appointment reminders to patients and reduce phone work for your staff.

Send digital registration and intake forms before appointments, optimizing convenience for staff and patients.

Use digital patient payment to send invoices. This reduces your paper workload, delivery time, and expedites patient payment.

Track business performance metrics

Set goals and track metrics to help refine your practice success strategy.

Establish key performance indicators — such as appointment volume, new patient visits, and patient review sentiment — to help gauge practice success.

Set reasonable growth targets by month, quarter, or season.

Monitor performance data and refine strategy on an ongoing basis.

Focus on 2022 practice growth with PatientPop

As the leader in practice growth technology, PatientPop makes it easier for healthcare providers to run a thriving business with the industry's most complete all-in-one practice growth platform. The single, integrated platform eases and enhances every step of the patient journey. Practices can attract and retain more patients with a streamlined digital workflow that significantly reduces work for providers and staff. To learn more, visit patientpop.com.