

Beaumont Primary Care Physicians

MORE PATIENTS COULD BE COMING YOUR WAY

Beaumont's primary care physicians are the front door to some of the most advanced medicine in the world. They don't quit when it comes to the health of their patients, and they work tirelessly to ensure the best outcomes for patients and their families.

This month, Beaumont launched a primary care marketing campaign. Over the course of the month, Beaumont's primary care physicians will be supported through various marketing opportunities, including:

- **Pay-per-click marketing:** Secures Beaumont's spot near the top of many searches on Google when patients are looking for primary care physicians in their area.
- **Paid social media content:** Targets patients based on certain demographics and places health information shared by Beaumont experts in their Facebook newsfeeds.
- **Targeted mailings:** Postcards sent to the homes of potential patients who meet specific criteria.
- **More primary care stories online:** Increased number of stories focusing on primary care or featuring Beaumont primary care physicians on beaumont.org and Beaumont's Facebook page.

NEW PATIENTS WILL BE LOOKING FOR YOU ONLINE

Close to 77 percent of patients do an online search before making an appointment with a new physician – make sure what they find represents you well.

To enhance your profile on Beaumont's website, we offer:

- **Physician portraits:** A way to stand out on beaumont.org/doctors. To schedule a portrait, call 248-551-0746 or 248-551-0135.
- **Physician videos:** If you're part of the **Physician Referral Service**, you're able to include a video on your profile on Beaumont's website. In one month, more than 150 videos received more than 2,200 views. To schedule a video, email pamela.grays@beaumont.org.
- **Join the Physician Referral Service:** The Physician Referral Service refers patients to Beaumont physicians based on their symptoms, conditions, specialty needed, insurance, location and more. If you have questions about the service, or if you'd like to join, call 248-577-6260 or email PRS@beaumont.org.



FOR MORE INFORMATION
OR TO JOIN THE PHYSICIAN
REFERRAL SERVICE,
CALL 248-577-6260 OR
EMAIL PRS@BEAUMONT.ORG