

Diversification: Your Key to Digital Success

Rod Solar, Practice Development Consulting Director of LiveseySolar Practice Builders, previews one of the programme highlights from this year's ESCRS Practice Management and Development Programme

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David Evans, speaking at the 36th Congress of the ESCRS in Vienna Ten years ago, when a prospective eye surgery patient received a word-of-mouth referral, read a promotion or saw an article about a particular surgeon, they would simply pick up the phone and call the practice directly to discuss their options or book an appointment. In today's environment, however, the prospective patient's first port of call is to scour the internet for options. In just 10 minutes when they have already conducted 10 online searches, not only would they have reviewed the recommended surgeon's website and online presence, they would have visited five more practice websites, reviewed the social media platforms and perused each and every customer review out there. **You are what appears online** David Evans, CEO of **Ceatus Media Group** and ophthalmologist, explains that Google does not rank surgeons, it ranks websites and web presence. When people are making buying decisions, they look to the internet and make judgments on the quality of the patient experience and surgical outcomes based on what they see online. "It's not entirely fair, but this is the reality," he adds. So how does an eye surgeon capture the attention of a prospective patient in a world saturated with so much accessible online information? Evans hopes to answer this question during his practical workshop on the Monday of the **37th Congress of the ESCRS** in Paris, France. Just like investing, Evans believes that you should never put all your eggs in one basket, and digital marketing is no different. You need to spread your digital assets to ensure touch points across the full internet spectrum, ie diversification. Throughout the session, Evans will demonstrate the very best practices for website development, social media, reviews and other digital touch points, to increase a website's online visibility and make it easier for prospective patients to access both surgeon and procedure information. Attendees will also be informed of how the wrong strategy could actually have negative impact on the practice, and how a tailored diversified approach is the only way to be truly successful. By the end of the workshop, attendees will have all of the necessary knowledge to fine-tune their digital strategy and excel in revenue growth. They will have acquired all of Evans' useful tips and tricks on the implementation of external marketing to boost search engine rankings, apply an effective social media strategy, develop a positive reputation online with a reviews strategy and, most importantly, will know how to convert website visitors into consultations. Evans will conclude his presentation with a section devoted to evaluating and improving Return on Investment. <https://www.liveseysolar.com/>

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