



**Perfecting Your Practice Podcast**  
**EPISODE 13: Driving Patient Engagement**

Welcome to the *Perfecting Your Practice* podcast, where we will talk about finance for the healthcare professional and medical practice owner.

This series is brought to you by Bankers Healthcare Group, the leader in financing solutions for healthcare professionals. Since 2001, BHG has worked with more than 100,000 licensed practitioners to help them reach their financial goals. Perfecting Your Practice is designed to talk about ways you can invest in your career and practice in order to set yourself up for success.

Now here's your host, Keith Gruebele, Senior Vice President at BHG.

**Keith Gruebele:** Hey everybody, welcome back, this is Keith Gruebele. Talking to you about Perfecting Your Practice, presented by Bankers Healthcare Group. This session is one I'm very, very excited for because I get to invite on a good friend of mine, someone who really was driving this entire initiative of getting out there and engaging all of you and sharing some of the information that we have to offer. So I'd like to welcome our very own Chief Marketing Officer, Chris Panebianco to the show. Chris, how we doin'?

**Chris P.:** Doin' very well, Keith, thanks for havin' me. Great to be here.

**Keith Gruebele:** Excellent. We have joining us once again, one of our great commentaries, Mr. Gene Marks.

**Gene Marks:** Thank you Keith. Yeah I appreciate that. It's funny, this ... I'm really looking forward to this conversation because even though I do a lot of writing, I run a 10-person company outside of Philadelphia, and I love marketing and trying to find new clients. And whenever I run into a business that says I've got plenty of work, I always think they're lying 'cause, right? 'Cause nobody-

**Keith Gruebele:** There's no such thing.

**Gene Marks:** There's no such thing as having enough business.

**Keith Gruebele:** There's never enough opportunity out there. I agree 100%, and I think that's one of the things early on BHG identified, and when Chris came along, I think we were a very different company. One of the things that we do very well, as all you healthcare professionals that are listening to this know, is reaching out and touching our customers, making sure that we're engaging them on a regular basis. Chris is the gentleman that leads that entire initiative. Chris, he's sitting [crosstalk 00:02:10] here telling us ...

**Chris P.:** I don't know if that's a good thing or a bad thing, Keith.

**Keith Gruebele:** ... no that's not me.



But yes, Chris is one of the gentlemen that really drive into making sure that we have an outreach to all of our customers. Not just through mail or marketing presence or through trade shows, but in every medium and context possible.

So Chris, I was hoping to pop you on because I've been traveling a lot, I've been out at the trade shows, I've been meeting with numerous different healthcare professionals around and one of the themes that I constantly see reoccurring are marketing companies popping up left and right. Email marketing, online marketing, and everything that you can possibly imagine ... website design and SEO. And I see this trend really growing, and growing and growing and I think the health care professionals are in need of understanding- how do I market my practice? How do I grow my business? What do I do to compete in an environment that's getting tougher and tougher out there?

And I thought this would be a great time to share some of your industry secrets and knowledge on how to go ahead and engage people.

**Chris P.:** Well, thanks Keith. I think the first thing is to look around the table and I think this could be the opening to good joke.

**Gene Marks:** Yeah, yeah.

**Chris P.:** A marketing guy, a salesman and a CPA ...

**Gene Marks:** And, all three of us are bald.

**Keith Gruebele:** Exactly

**Chris P.:** Yes.

**Gene Marks:** I know people can't see that but that's the other part of the joke. But okay.

**Chris P.:** I did have a great head of hair about eight years ago ...

**Keith Gruebele:** And then he met me.

**Chris P.:** ... and then I met Keith. And we've been friends ever since. So, I think it's very important for everybody to stop. You get bombarded everywhere you go, already this is stat I share that baffles my mind, you're inundated with more sales and marketing and advertising in one year than our grandparents ever saw in their lifetime.

**Keith Gruebele:** Wow.

**Gene Marks:** That's amazing.

**Chris P.:** Think about it. You drive, the average American sees over 2,000 advertisements a day.



**Keith Gruebele:** That is insane.

**Chris P.:** You don't even know. I have 40 minute drive from my house to the office and every day I just look. And I look at the wasted dollars. It's all about wasting money. Imagine what you can do with that money instead of that billboard no one will see? Instead of that radio ad no one's listening to, because we're all on satellite radio now.

It's really something that I think every health care professional should sit down and really take a good look in the mirror and say, what is it I want from my business? What is it I want from my practice? Is it, a constant drip of new patients? Is it, going out and purchasing new equipment or adding a service or adding staff that will bring in a new patient to the door? And really say, is that what I want? Do I want another practice? Do I want another location?

If, depending on how you answer that, that's how you go about who you talk to and what marketing initiatives and advertising you take on. But the most important thing is to understand what your goals are and where you want to go with your business.

**Keith Gruebele:** I think that's a great place to start because I think often times people look at marketing, and as you mentioned, there's millions if not billions of wasted dollars everyday on either airtime or billboards or click ads.

**Chris P.:** Online ads, sure.

**Keith Gruebele:** It's crazy. If you had to choose one area that you would say maximize your return on investment, where healthcare professionals can make a really good impact with their patient base or growing their patient base, where do you think that would be?

**Chris P.:** Hiring me.

**Keith Gruebele:** We're not ready to let go, Chris.

**Chris P.:** I know. I'll just work very cheaply. I think the number one area, because it's right in front of us and it's something we have access to, it's email marketing. And the reason why I say that is because you have a patient base and everyone has an email. My 74-year-old father, everybody tells me the older people, the older generation they don't have email, they haven't adopted technology. I can't get my father or my mother off their iPad. It's to the point where I've deleted Facebook, I don't want Instagram anymore but, everybody's adopted it. And you have thousands of patients, hundreds of patients.

**Gene Marks:** Yeah but Chris, you hear everyday, oh email is dead and Facebook and social media is taking over. How can you say email marketing?

**Chris P.:** It's not because I live it. I live it and breathe it. And as I look around the table and I look around our office, people are glued to their phone.

**Gene Marks:** They are. They are.



You know what's funny? When my kids were applying to jobs, they were all like Facebook and Twitter for a number of years and then when they were graduating college and looking for jobs, all of a sudden everybody's on email. Right? Because the business world uses email, it's still the primary means of communication.

**Keith Gruebele:** It's easily accessible, it's in your pocket, you get in front of people all of the time, I think it's the primary source of sharing information right now.

**Chris P.:** And, now we're all over 40 here, Keith's getting close, some of us are, might be a little over 40. But I remember a time when I started my career, when you left the office that day, or when you left on a Friday, that was it. Unless someone was calling you, that was the end of your day. But now ...

**Gene Marks:** The good 'ole days.

**Chris P.:** The good old days.

**Keith Gruebele:** You didn't carry your typewriter with you?

**Chris P.:** I do, get off my grass!

But what I've seen is a big change. And the reason why I say email marketing is because we have access, you're talking to your patients, you have information and people trust you as a healthcare professional. So they're willing to give you email, they're willing to give you their email. So, what you can do, you can do this very easy, you don't need another company. There are many platforms, like Constant Contact or Mail Chimp, that you can go on, for free, and set up an account and you can upload- they have templates. You can do it yourself.

But the key here is knowing your audience, knowing what messaging to send them and really, kind of profiling who you're talking to. So do you have an older generation that you can shape your content, maybe it's a newsletter, you can do automatic birthday cards. You can set up so many different things. But it's that email that people will trust. It's very intimate with people and their mobile device and email. They're looking at it at all times and unfortunately for my team at work, having a newborn daughter, I'm up all night so my team gets emails from me. But that is the number one way to get a hold of me.

And it's cheap, it's free, it's very measurable and it's easy to do as a healthcare professional who doesn't do this for a living, like I do.

**Keith Gruebele:** Well, and it's flexible 'cause you can do it at anytime, like you just mentioned. It's not like you have to sit down and start kind of crafting out hours of your day to figure out how to go ahead and do this creative stuff.

**Gene Marks:** Chris, so you talk about content and okay, good. I'm gonna start, I'm a healthcare professional, I'm gonna start sending out emails, okay? What kind of content? What would you recommend?



**Chris P.:** I would recommend, again, what is your practice? So, is it general practitioner? Are you a veterinarian? Are you a dentist? What is the biggest service or what are you performing the most procedures of? You can survey your clients, again through an email. You can set up a simple survey, what is it, what's important to you? What can I get to you? Have I added a new service? Have I bought a new piece of equipment? Am I running a special? Those are the type of things I would go after. But you have to know your customer base and your patient base to see what will resonate.

The beauty of all of this, is testing it. Within Mail Chimp, you can do AB test, you can put one message out and see what happens and you test something else and it's just very easy. And it's instantaneous. You'll know it's working immediately.

**Keith Gruebele:** Hey, Chris, two seconds. Talk a little about what Mail Chimp is and what those mail services do for us.

**Chris P.:** Sure. So Mail Chimp and Constant Contact are two platforms I've used a lot. They are free, you can go to [mailchimp.com](http://mailchimp.com) or [constantcontact.com](http://constantcontact.com). You will hear them all over satellite radio. They are ...

**Gene Marks:** They are not completely free. I just want to say, I mean, you depending on the number of ...

**Chris P.:** As you step up.

**Gene Marks:** ... as you step up. That's right.

**Chris P.:** Depending on your contact base but even then, it's very affordable.

**Gene Marks:** Very. Very much so.

**Chris P.:** You can just go on as a novice, you upload, you simply upload your email and any data that you have on the customer, you put that into the system, you go and you can create templates. So if it's a newsletter or if it's a birthday or if it's anything, they have custom templates- you don't have to be a designer. You don't even have to be a writer.

**Keith Gruebele:** That's awesome.

**Chris P.:** You can just put this information in and it's simple.

**Keith Gruebele:** I have a question real quick, sorry to jump in. But you mentioned survey before, that's one of the things that excited me. I'm that guy that gets surveys constantly and if someone provides me a service, I fill it in. Whether it's how was your oil change experience at the car dealership? Or how was your flight experience? I do the same thing for my doctor now that I think about it.



You mentioned that, how easy is it to create a survey? What kind of questions would you add to a survey to kind of engage that customer a little bit more or that patient a little bit more, I should say?

**Chris P.:** So, it's very easy. There are Question Pro, Survey Monkey, much like the Mail Chimp and Constant Contact, you can pay as you, very simple. Drag and drop. Simple questions.

What would I do? I would, I think it all start with the service. As someone with three small kids that has seen his share of appointments, I want to know what your experience was as a patient. Because that woman at the front desk, or the gentleman at the front desk, how I'm greeted, how I'm treated when I call in. That is the cover of your book.

**Keith Gruebele:** It's the brand.

**Chris P.:** That is your brand whether you like or not. If they're having a bad day, you need to know about it and you need to hold them accountable because that represents your business. It can make or break you. So I would ask about your experience, all of my staff, how are my facilities? How was the service I gave you? Is there anything else I can provide you with? Any questions you would as a business owner want to know, to help you improve the offering and service you have.

**Gene Marks:** So you talked about different platforms you can use like Constant Contact and Mail Chimp. You talked about some content you can provide about what you do and maybe some educational advice, depending on what your patient are expecting from you. We talked about the importance of survey's and doing that as well, now I get this question a lot so I'm curious to hear what your thoughts are, how often do I send emails? 'Cause how many are too annoying? And how few are, am I missing the boat?

**Chris P.:** That's very difficult. It's a great question.

**Gene Marks:** I get it a lot.

**Chris P.:** And it is very difficult because I have my sales folks that want me to send it every 15 minutes and I have my PR folks and my research folks that say, send it every other month. I think it's balance and you really have to know your patient base and your tasks. Nobody wants to have the phone ring a hundred times. No one wants someone to knock at their office door a thousand times a day. So, I would take it very slow and see what works and then you ask, again through these various mediums, ask. How often would you like to be contact? You can set up an editorial calendar, I think that's a very good start.

There are seasonal things that you want to reach out with as a healthcare professional. My vet every year when my dogs need a shot, it's a dog birthday, if the seasonal tick issue is out there, you set that up and you look very closely at how those space out. And then over time you start to introduce one, two, three- we call them trigger terms, what is it that's important to your customers as you get to know more about them? Throw one in there and see what happens. You will get push back so if you get people who unsubscribe from your list, you know something's going on there.



You just have to monitor it. Be willing to fail. That's the beauty of marketing, is that nothing's perfect. You want to get out there and test and once you find something that works- you do more of that.

**Keith Gruebele:** I think you just hit on a number of things that just kinda got my head spinning. So, I was gonna ask you a little bit, you mentioned about your remove from list and watching those, so I guess that's a statistic thing to take a look at and manage.

As far as email, what else from a simple level, realistically, our practitioners are focused on building their practice. But what are maybe, two or three simple things they can look at and measure when they're doing an email campaign, that shows the effectiveness of it?

**Chris P.:** That's a great question and I think a lot of people as we've talked about taxes and financing, there are overwhelming areas of every facet of owning a business. Marketing is one of them because it's not something that everyone knows. Very simple KPIs, or key performance indicators, I look at are the unsubscribe- obviously I want to know how many people are opting out of what I'm sending them. But one of the most important is, open right. I want to know the information I have is getting through and there are a couple things to watch out for. You will hear two terms: hard bounce, soft bounce. A hard bounce means the email address you have is no good, that happens from time to time. We deal with it, you have to maintain a certain percentage. Soft bounce means that the email inbox could be full, someone's not checking it, it will continue to run through that but you want to watch those to make sure the data you're putting in, any of these ESP's or email service providers, you are judged based on the cleanliness of your data.

**Keith Gruebele:** Wow. That's good to know.

**Chris P.:** And then the other one, and people forget about this. Ah, my open rates. "Great, I had 65%!" That's great but what's your click through rate? How many people, you're putting a call to action, which please, please, please- put a clear, concise, call to action for the customer to do something off of your email. Whether it's to click through to a landing page to get more information, whether it's click to schedule an appointment, you want to make sure that percentage is high. And a lot of these ESP's they have standard click through rates, open rate percentages by industry so you can measure yourself. This isn't rocket science. But they're very important things to do because if you're sending out an email, no one's opening it, or people are opening it but no one's clicking through, your business isn't growing.

**Gene Marks:** I have the click through wrong thing that you just said. Sometimes people get deceived by open rates 'cause some email clients, when I mean my client's, like Outlook for example; which is used by hundreds of millions of people. When you view, you can have a preview view of Outlook of all of your emails. That's considered by some email services to be opened. Even though nobody really read it, they were kinda clicking through it when they were in their inbox. So the real fact, like he just said, is click through rate to make sure somebody is actually clicking on it.



Now a question for you Chris, getting emails through spam filters is a bit, by the way, a big credit to the email industry and the internet service providers. Spam used to be a major, major problem and all honesty, spam folders have gotten a lot better, which is good for me as a user. I'm not getting as much spam as I used to get. But it makes things more challenging if you're a marketer. So, Chris, what would you recommend, just two or three, how do I get my emails through somebody's spam filter?

**Chris P.:** Again, great question.

Number one, watch your subject line. Do not use keywords that are trigger terms. A lot of these service providers, they have a monitor that you can check your subject line. Using the words free, new, any of those words- think about it, you're someone, even as a marketer, I think about my own inbox. I say, does this even look legitimate to me? So that's number one.

Number two is watch how many pictures you put in. Make sure they're sized right.

Number three is watch the content of your email. You know in a competitive landscape, there is a lot of spam out there so email service providers will not deliver things that trigger spam. As you said Jean, it's something that it's gotten better and it's very well regulated now. So you just have to be careful about how many links you put in there.

Make sure that you're email doesn't look like a NASCAR promotion. Stick to one thing and do that one thing very well. Test the content. If you are going to put in imagery, make sure that it's not something that is going to take a long time to load or will clog an inbox. Those are things that I've unfortunately done the wrong way but you know, 17 years of doing things wrong and figuring it out along the way has taught me a thing or two.

But they're very simple steps and a lot of these email service providers, they give you the tools. And they do that ...

**Gene Marks:** Test before you send it out.

**Chris P.:** Yeah. One example, I love Mail Chimp. We've used it a lot, you have a preview panel that you can test it on a mobile device, on a tablet, across different platforms- so Outlook, AOL ... do people still use AOL?

**Gene Marks:** No, no they don't.

**Keith Gruebele:** I'm guilty.

**Gene Marks:** Keith does. But nobody else does.

**Keith Gruebele:** Am I giving away my age again?

**Chris P.:** Yeah.





But they will buy email service provider, they will give you the different kind of inboxes so you can test and see how it renders. Watch the font you use. Watch how you're putting links in. And always, always, always spell check.

**Keith Gruebele:** Always spell check.

**Chris P.:** Always. Spell check. And don't click send ...

**Gene Marks:** RATS!

**Keith Gruebele:** You just hit on a lot of different things but I think the one constant that I heard was test, test, test, don't be scared to fail, get out there. I think that's the one thing that a lot of people are scared of, is that they don't know where to start so they don't do anything. We get paralyzed by fear and we don't go anywhere with it.

How do you get past that fear? How do you get that ball rolling? What was your first campaign like? What pushed you out of that comfort zone?

**Chris P.:** Keith, let me ask you a question. How did you learn how to swim?

**Keith Gruebele:** I, well, I actually fell into a pool as a very young child and I learned by necessity to doggie paddle my butt out of there.

**Chris P.:** My father pushed me in and said figure it out. In this case ...

**Gene Marks:** Thanks dad!

**Chris P.:** Really. He's listening.

**Keith Gruebele:** Hi dad.

**Chris P.:** In this case, I really think you have to just try. You can't screw it up but you have to be consistent. And that's where people fail when it comes to any type of marketing. When you start to put a newsletter out, and it can be two articles, it could be one article, it can just be a message, but make sure the customer or your patient is, you're meeting their expectations.

So if you say, here's a monthly newsletter, you better make it monthly. If it's a weekly newsletter, you have to commit to it.

**Keith Gruebele:** Deliver.

**Chris P.:** Ask questions, seek feedback so that you can refine what you are doing. Every aspect of marketing, Keith we've sat down with Gene and we've talked about, what are the best things that we can even do on this podcast.



It's all about what your audience wants and will use. Because if really, you throw something out there and nobody reacts to it and nobody gives you the feedback, you're wasting your time.

**Keith Gruebele:** Man. That's a huge statement because I think often times, everybody puts out there what they'd want to see or they'd want to hear, they want to know. Really, survey your audience, understand what their wants are, focus on your specialization, make sure you're delivering something that adds value to your specialization, and keep testing and trying. There are a lot of those things that I'm hearing you say over and over again.

**Chris P.:** It's like riding a bike, you have to continue to try. If it works the first time, I'd be very surprised. It might take three to four or five months of testing. You have to keep trying and drop the ego.

**Gene Marks:** I just have to add something; in my business we sell a few different cell phone products and we send out email newsletters on those products every year, we've been doing it for years. We use Constant Contact do it. Our list can be a few hundred or a few thousand people on the list as well. All opt in and that's a whole other conversation. But, we've been doing it for years and I can't tell you somebody will respond to an email, out of the blue and say, "Hey Jean, I've been getting your emails for the past three years and we are interested in something that we saw." And it's only because we've just been doing it consistently month to month.

Here's the second part of this comment, I employ somebody to do this. I know you guys, Banker Health Group, you guys have a marketing department. And I'm not saying that's something all of us can afford, but for a couple hours a month, to have a kid- a marketing major from a local university or to find somebody out of work or one of those kind of things on the hour. Say, "Hey, every month your job is get this email".

You gotta take it seriously because people expect there to be consistency. When you make that commitment, give it enough time, you will get responses, it will start workin'.

**Chris P.:** Yes. I think the other thing too is, you have to, as business owner, monitor the replies that you get. At BHG, we send out hundreds of thousands of emails a month, I look at every response to an email, to a survey- many of our listeners may have gotten it, whether it's good, bad or ugly, you want that feedback. The second I get any information, and trust me there are people in our company ...

**Keith Gruebele:** I can test to it.

**Chris P.:**... Keith knows, if I get any kind of feedback, I'm on the phone with them. We, I think everybody from every doctor I've ever gone to, we provide the Ritz-Carlton experience and if one person tells me that they didn't get that. I'm all over it.

**Gene Marks:** It hurts.

**Chris P.:** It does hurt and I take it personally.



**Gene Marks:** Cool.

**Chris P.:** I think that as a healthcare practitioner, with everything you're asked to do these days, with the changing environment of regulations and insurance reimbursements, now here I am with how to telling you how to go bring in more customers and email and now I just introduced another system. You have to still maintain that. Taking your advice Gene, these kids coming out of college now, they know all of this stuff. Apparently, a lot of them not only can manage your database, they can give you ideas on how to get more email addresses in your community. They can even design these emails for you and really keep you on track.

So yes, you can do it yourself but I think you bring up a very good point of going out and seeking local talent. They are trying to build their resume and it could be a very affordable option.

**Gene Marks:** I just have one other question ...

**Keith Gruebele:** Yeah, that's great.

**Gene Marks:** Best time of day to send an email?

**Chris P.:** When's the best time for me to email you?

**Gene Marks:** That's a great question. I read that millions of millions of dollars have been spent by colleges and research institutions all around the world, our tuition dollars, they concluded that most people are asleep between the hours of midnight and 06:00 a.m. Which is money well spent.

What I heard is between 10:00 a.m. and 03:00 p.m., during the week Eastern time, does that make sense to you or not?

**Chris P.:** I've heard so many theories.

**Gene Marks:** What's your theory? What do you think?

**Chris P.:** If I followed what the book says, you would only email Tuesday to Thursday because on Monday everybody's getting themselves back going and on Friday everybody's checked out.

**Gene Marks:** Happy hour.

**Chris P.:** And again you would only do it from 05:00 p.m. to 11:00 p.m. because you put the kids to bed, you're not at work.

**Gene Marks:** Oh yeah, right.

**Chris P.:** Or from 05:30 a.m. to 07:00 a.m. because nobody's gotten their work day going yet. But when it comes to healthcare professionals and what we do, it's all over the place. So we segment our data.



But if I'm a healthcare professional, and I'm answering that truthfully, I think what you have to do is you have to find out what works best for you. I know it's a very generalized answer ...

**Gene Marks:** It is.

**Chris P.:** ... but I'm someone whose 40 years old with three kids and as we talked about earlier today, I was up from 01:15 a.m. to 03:30 a.m. with my daughter, who doesn't sleep anymore.

**Gene Marks:** Now you know when to email Chris. If you have any issues at all with BHG, you're gonna get him between 1-3:30 a.m..

**Chris P.:** And you're gonna get an answer.

I don't know what kind of answer you'll get ...

**Gene Marks:** That's what I was about to say!

**Chris P.:** ... but you'll get an answer.

**Gene Marks:** It may not be the most polite answer, but I'm warning you.

**Chris P.:** I think what you have to do is you can test. You don't want to be emailing when everybody else is. Seth Godin is one of the greatest marketing minds, I've ever listened to or I've read and he said, it stuck with me my entire career: purple cow.

You have to stand out amongst all of your competition. Your patients are getting a thousand emails from healthcare providers but they are getting a thousand emails. So how are you going to stand out and be different? So from your content to your message and your offer to when you send it, you have to find that- it's a balance. And you have to find what works for you.

My best bet, I think people are more responsive in the morning and from 09:00-11:00 at night. That's my personal opinion. But again, there are analysts, I have 12 analysts that will probably tell me different.

**Gene Marks:** At least 12 different answers.

**Keith Gruebele:** Exactly. I want to circle back around to something that you both touched on, again, I've had a lot of time at events and I'm seeing all these different vendors popping up everywhere, trying to solicit healthcare professionals on how to do exactly this. At what point do you think it's big enough to bring on a full time resource? I know we said reaching out to maybe a college student maybe someone in your community, a part time resource that could help you out; but when do you think it's time to look at a full time advertising person? Or outsourcing that?



**Chris P.:** I think two times I would look: one, when you aren't doing it consistently enough. If you're small enough to do it yourself, you're fine. But when you see it gets to become a hassle, or you're not being consistent or you're not getting any kind of response- that's a good time.

Number two is if you have the money to do it. We talked about growing a business throughout all of our podcasts, you have to spend money to make money. I think this is a case, your marketing and advertising. If you've gotten to a point where it's no longer your passion or something you want to do, that's when you go out and find an expert to do it.

**Gene Marks:** I also reach out at all. We, at my company, we have three people that are helping me out with marketing related activities through social media, email and we do events as well- trainings and whatnot. They are all three separate part-timers and they're all contractors. And as we are having this conversation, literally, I am going through the process of I think I need to replace all those three people with one person. So if you get to the level where you're spending the money and you realize it's just not efficiently being spent. And that's kinda where I'm at right now, thinking to myself, I think I need to bring on somebody full time to handle this.

What I'm going through in my mind is, what will be the specific return on investment for this person? If I'm gonna hire somebody for 70 grand a year or 60 grand a year, whatever it is, how am I going to make sure I'm gonna get that money back every year. That's what I'm wrestling with right now.

**Keith Gruebele:** I want to add on that a little bit because we are talking about kinda back return on investment and how you're getting it, we've talked about how to get more of your patients to come back in or to respond. What about acquiring new patients? What would you say the best way is to address that through via email marketing?

**Chris P.:** That's a whole other conversation. I think that ...

**Keith Gruebele:** Stay tuned for episode two.

**Chris P.:** And three and four and five and we'll eventually hit the nail on the head. Through email, you have to be careful. Do not go out and just buy lists. You have to grow your lists organically and your people will show you how. You will waste your money, it's like the billboard driving it off the highway. You have to be targeted, you have to get people who are a willing audience.

So finding out where can I collect email addresses, how can I get people to give me their email address, it's an intimate experience. I think what you have to do it really focus on areas of driving that. It is being out in the community? Sponsoring the event where you are taking sign ups? If you're asking for referrals for your current patients, that's another great way to get that.

There are simple steps to do it but you have to be careful on how because the can spam rolls, you really want to make sure you're doing it right.

**Keith Gruebele:** Awesome. That's some great feedback. I think this has been a very, very informative session on email marketing. And I really appreciate and enjoy doing this back and



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forth with Chris, obviously we've known each other for a long time, we've worked together for a long time so being able to share platform and add value. And have somebody like Gene come in and give us insight on not only from a small business perspective but from his finance background.

**Gene Marks:** Sure. And the advice that Chris gives is great, it helps make it.

**Chris P.:** And I'm sure there's a right off somewhere in there.

**Gene Marks:** Somewhere. I will figure that out.

**Keith Gruebele:** Everybody, thank you so much for tuning in again for another episode of Perfecting Your Practice. We look forward to having you back and hopefully you found this session informative.

If you would like some more information from Chris, you can reach out to him directly. Chris, do you want to share your email?

**Chris P.:** Sure, [chrisp@bhg-inc.com](mailto:chrisp@bhg-inc.com) or your reach out to me on LinkedIn. I'm very responsive on both platforms.

**Keith Gruebele:** And as always, you can check out [Bankershealthcaregroup.com](http://Bankershealthcaregroup.com) where you can find all of the episodes for this podcast series and learn about how we can help you perfect your practice.

Thanks so much for stopping in and spending some more time with us. We look forward to continue to add value to you and your practice and help you grow and perfect it every day.

Thanks. Have a great one.

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