



Essential Elements of the Perfect Patient Engagement Strategy



A pediatric practice's guide to being
ENGAGED, **ACCESSIBLE**, and **TRUSTED**
in their community

BE ENGAGED

with your community

Go beyond simply residing in your area to being an active community member. Volunteering your time outside of regular office hours can make a meaningful impact and foster a sense of unity — building a stronger and more connected community. Here are some ways to stay engaged with your community.

Offer Classes



Regularly offering classes geared toward the families in your community is one way to facilitate engagement and ongoing connections. Here are some types of classes that you could offer that would resonate with them. Not an expert in these areas? No problem! Simply identifying a need and bringing in an expert to teach a class instills that you're in tune with the needs of your families.

- Parent Education
- Daddy Boot Camp
- Toilet Training
- Breastfeeding Support
- Sleep Solutions
- Mommy Group
- Cooking Class
- Car Seat Safety
- Babysitter Class
- Bathing, and Swaddling, and Diapering, Oh My!
- Baby-Proofing for Newbies

Host or Sponsor Events



There's nothing like a fun event to bring a community together— and an event that's fun *and* educational is even better! Hosting or supporting an event promotes your practice in the community and fosters connections with your team.

- CPR Certification
- Vaccine Clinics
- Disaster Relief Fundraisers
- Blood Drives
- Pictures with Santa or the Easter Bunny
- Trunk or Treats
- Local Team Pep Rallies
- Diaper, Toy, Coat, and Food Drives
- Community Cleanups



Get Involved with Schools



Getting involved with the schools in your area engages you with your community and allows you to advocate for your patients and other children “behind the scenes”. There are many ways that you can get involved with the schools in your area to contribute to the overall health of your community.

- Partner with school nurses to create and nurture advocacy relationships in the school
- Provide educational resources for students such as for EpiPens and albuterol inhalers
- Advise schools on health policy and participate in school board meetings
- Participate in awareness events for students and teachers
- Volunteer for field days for additional opportunities to interact with parents

Support Local Groups



Consider what you and your staff are passionate about and align those passions with your involvement in the community. By supporting local groups, you’ll enrich the relationships with your families, community, and practice.

- Advocate for safety and prevention initiatives such as Youth Substance Use Prevention and Firearm Safety
- Teach parenting classes in places of worship (churches, mosques, and synagogues) through the lens and the values of that specific group
- Partner with local libraries to participate in child literacy programs

Partner with Others



Partnering with others, such as organizations that already actively engage with your community, is an excellent way to connect with current patients, potential patients and their families.

- Participate in community health fairs focused on serving the underserved
- Coordinate with church groups, camps, or other community-based organizations that provide volunteer services
- Team up with school and community sports teams

BE ACCESSIBLE

to your community

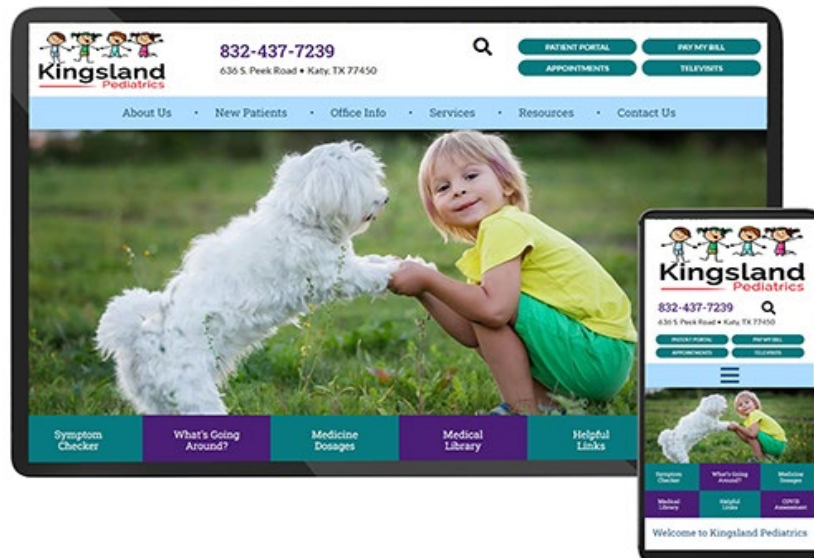
Ensuring accessibility is paramount in today's interconnected world. A comprehensive approach that incorporates a user-friendly website, informative medical content, responsive answering services, active social media presence, targeted email marketing, and telehealth services is key.

A Website That Works for You



In a highly digital world, it's no surprise that a strong online presence will make you accessible to your community. Having a responsive, user-friendly website that's search engine-ready is the starting point for boosting your online accessibility. With a custom-built website, you'll have total control over what's on your website. Here are ways to optimize your website to work for you even when you're out of the office.

- Offer tools for 24/7 communication
- Provide links to your patient portal, bill pay solution, and patient scheduling platform
- Increase practice findability with unique provider-specific links
- Encourage staff to direct parents to your practice website for information
- Use a website that allows you to make on-the-fly updates so that you can post announcements or alerts on your own
- Offer patient education and tools such as:
 - An online symptom checker like "Is Your Child Sick?®"
 - A visual, interactive symptom checker
 - What's Going Around?
 - Immunization and well visit schedules



Solutions for On-Call Accessibility



Parents need to have access to care outside of regular office hours. A 24/7 pediatric specialty answering service is a great way to cut down on calls during your busiest times of day and also ensure that parents get the expert advice they need off-hours. Evaluate your current answering service to determine if it's the right fit for your practice.

Daytime Call Solutions

- How long are parents/patients on hold to talk to a live person?
- Have you gone through your phone tree as if you were a parent calling?
- How easy is it to pivot from a call to scheduling an appointment?
- Can you adjust call workflows to better align with in-office workflows?

After-Hours Solutions

- Can you listen to calls between live agents and your parents/patients?
- Do you have options for both live and digital agents?
- Can you easily turn after-hour calls into billable visits? Converting just one call a night into a telehealth visit could earn you \$30,000-\$40,000 a year!

Promote Your Content (And Yourself!)



Parents often rely on social media for recommendations when searching for a pediatric practice. To ensure accessibility, it's essential to establish a solid social media presence. Here are some tips for promoting your content in the office and increasing your social media presence.

- Encourage your patients to follow you on social media
- Maintain a schedule of two to five posts per week across various social platforms
- Follow other pediatric practices
- Create and post short-form vertical videos and cross-post on your website
- Host podcasts or share content created by trusted pediatric experts
- Send emails blasts and print and post content in your exam rooms

Increase Your Availability



Reevaluating your office hours according to the needs of your community or your patient flow is another way to increase your accessibility. Consider the following.

- Do you offer an alternative solution so your patients don't have to visit an urgent care?
- Would your families benefit from extended office hours?
- Would virtual, seasonal "quick sick clinics" help with increased visit needs?

BE TRUSTED

as the reliable choice in your community

In every interaction, including those that occur outside of the office, work to instill confidence and assurance so that patients and their families feel secure in choosing you as their pediatrician. By prioritizing confidence, assurance, and a positive atmosphere in all interactions, you can establish a strong foundation of trust with patients and their families, ultimately making you the preferred choice for their healthcare needs.

See Reviews as Opportunities

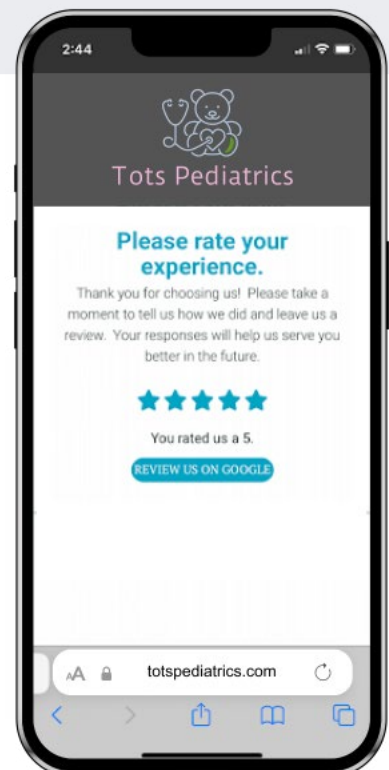


Everyone wants to be seen and heard. Have you looked at what patients and parents are saying about your practice? When parents look for a new pediatrician, they tend to do their own research, most of which is done online. Aside from the proximity to their home, the first things to catch their eye are the star ratings and the number of reviews. Here are some things to keep in mind as you consider ways to establish your practice as the trusted and reliable choice in your community.

- Allow space for criticism— acknowledging a patient’s bad experience is just as important as acknowledging a good one
- See reviews as an opportunity to evaluate and improve your practice workflows
- Manage your online reviews by incorporating a reputation management system that requests reviews from your current patients following their office visits
- Build custom surveys into your review workflow

Tips for Responding to Reviews

- Respond to reviews in a timely manner
- Be genuine in your review responses
- Avoid asking questions in your responses
- Be empathetic in your responses and never point blame at the reviewer



Create Intentional Emotional Communication



Creating lasting trust within your community involves actively understanding your families' experiences. By acknowledging their unique needs and concerns, fostering open communication, and being attuned to various community touchpoints, you build a foundation of mutual respect. This not only strengthens your relationships within the community but also establishes your practice as a trusted resource.

- Bring together families who share the same experiences as a means of facilitating supportive connections
- Create a space for overlooked populations to connect
- Form support groups according to the needs of your community
- Harbor safe places for LGBTQIA+ community members

Be Ready if Tragedy Strikes



Being prepared for unforeseen tragedies is a testament to your passion for the well-being of your community. By proactively establishing measures to address emergencies, such as creating a designated safe haven, you not only express your commitment but also become a reliable and trusted resource when unexpected events occur.

- Families will become comfortable with your practice at a deeper level
- Documented success as a reliable resource may lead to invitations to speak at events and share your experiences with neighboring communities
- Bring in qualified experts that are well-versed and experienced in handling trauma and its effects on children and their families
- Distribute hotlines and assistance information with your patient-base and encourage them to share with others

Looking to elevate your patient engagement and practice marketing efforts?

Visit remedyconnect.com/contact-us to schedule a demo and learn how RemedyConnect's suite of solutions can help you be **ENGAGED**, **ACCESSIBLE**, AND **TRUSTED** in your community.



Office Practicum has always been a champion for pediatricians and the children, families and caregivers they serve. Committed to reducing the complexity of running a pediatric practice, OP's pediatric-certified EHR and practice management platform is designed for the clinical, operational and financial needs of pediatric practices with solutions that support the physical, emotional and mental health care needs at all stages of a child's growth.

OP's pediatric EHR, practice management and revenue cycle management services are offered alongside telehealth, 24/7 answering services, website design and SEO services, and other practice marketing tools. Together, they provide a full suite of solutions pediatricians need to grow and support their practice.

As a dual-certified EHR vendor, we continue to ensure compliance with the 21st Century Cures Act. Today, Office Practicum supports over 6,500 providers across 48 states. For more information, visit us at www.officepracticum.com.