



Turn Social Media Into Your Practice's Growth Engine



Your Hosts



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Quick Housekeeping



All attendees will be muted during this webinar. If you have a question, please drop it into the Questions box of your GoToWebinar panel.

Agenda



Today, we'll explore:

- The benefits of automated social media posting
- How AI boosts relevant content
- Frictionless posting with zero click marketing - giving you back time in your day
- Boosting patient engagement & practice growth

Poll #1



How often does your practice post to social media (Facebook, Instagram)?

- A. 2-7 times per week
- B. 1-2 times a month
- C. Holidays, Closures, Special Events, etc.
- D. Can't remember the login

Social Media for Patient Engagement

Ubiquitous. Equitable. Routine. *Proven.*

2.5 hours

Average time spent by American adults on social media each day

78%

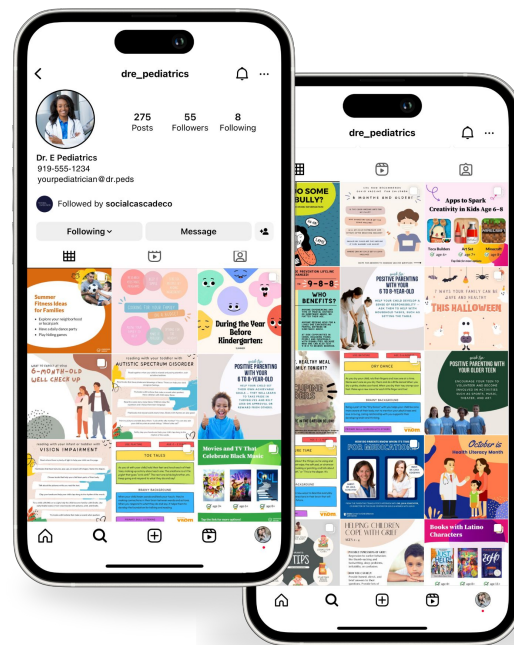
Parents report consulting social media when evaluating pediatricians



Providers are already influencers—we make it official.

Without compromising on quality or consistency

- 1 Keep practice top of mind by establishing your practice as **go-to source for on-demand information.**
- 2 **Managing social media is a full-time job** and it is difficult to maintain quality and consistency.
- 3 Humanizing providers and staff **builds trust and loyalty** keeping patients happy and coming back.
- 4 Consistent, frequent posts for optimized reach and engagement **increase findability and online reputation.**
- 5 Delicate balance of **maintaining practice personality** without diluting the overall brand.



Poll #2



How does your practice currently use social media?

- A. We actively post educational & fun content
- B. We mostly post educational content
- C. We mostly post pictures of staff & families
- D. We are too busy to run our social media accounts

By the Numbers

Our solution has published 12,000+ posts reaching 3,000,000+ people.

9.4

**Follower
Satisfaction**

"How are you
enjoying the content
we're posting?"
Out of 10

8.6

**Avg.
ERR**

ERR = % of followers who
like, share, comment, save
Industry avg = 1-3%

3x

**Enhanced
Reach**

On average, 3 times as
many people see posts
after 30 days

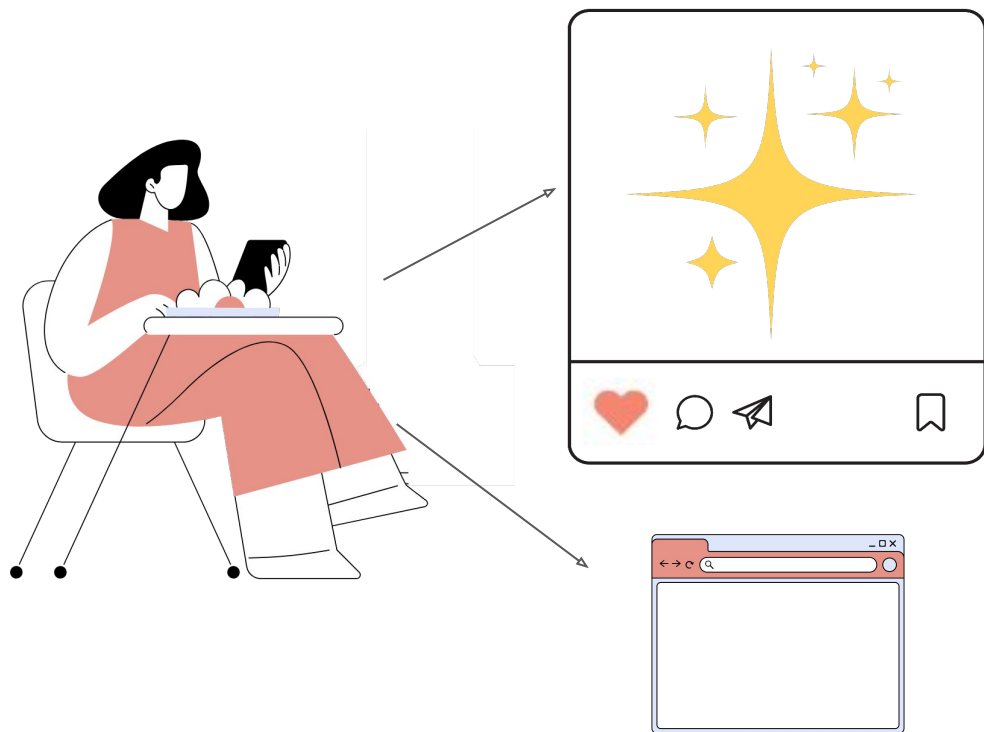
800

**Healthcare
Providers**

Number of HCPs using
our service
(and counting!)

Daily touch points to keep your brand top of mind

20x more impressions with social media



Practices
see an average of
20x impressions
on social vs. web

How it works

1

Content from 150+ (and growing) trusted sources is uploaded.

2

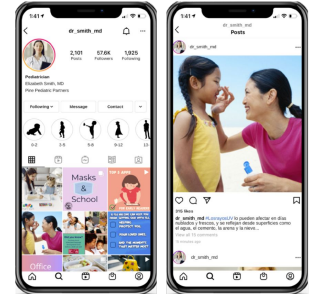
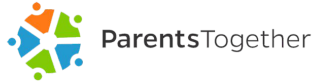
In less than 20 minutes, providers select the topics and partners they know and trust.

3

Content is intelligently selected, scheduled, and posted to practice-owned social channels.

4

Practice receives a weekly email detailing the schedule for the week.



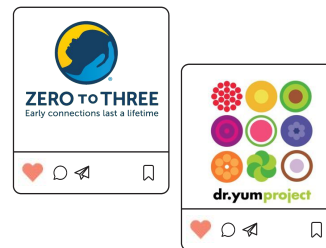
Optimized for relevance, timeliness, and goals

How is content sourced and distributed?

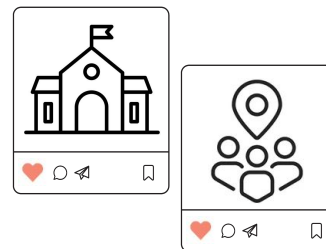
Custom, Branded Content

Trusted Content Partners

National/Regional Partners

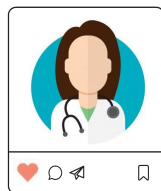
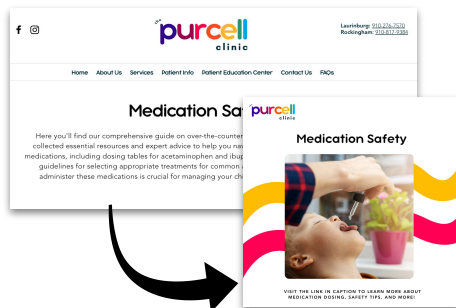


Local Partners



! Higher than normal flu, norovirus

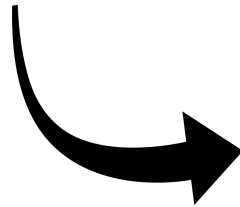
Site-Specific Messaging



Packages

Intelligent Content Curation & Delivery

Your weekly
scheduled posts sent
directly to your inbox.



Your Weekly Digest

2/3 - 2/10

Here's your post schedule for next week. See something you want to modify or delete? No problem.

[Go to Calendar](#)

Your Facebook posts for 2/3 - 2/10.



Pertussis

What is it?

Pertussis is also known as, whooping cough. The cough can be so violent that people with pertussis can crack ribs, break blood vessels, or develop hernias.

2/3

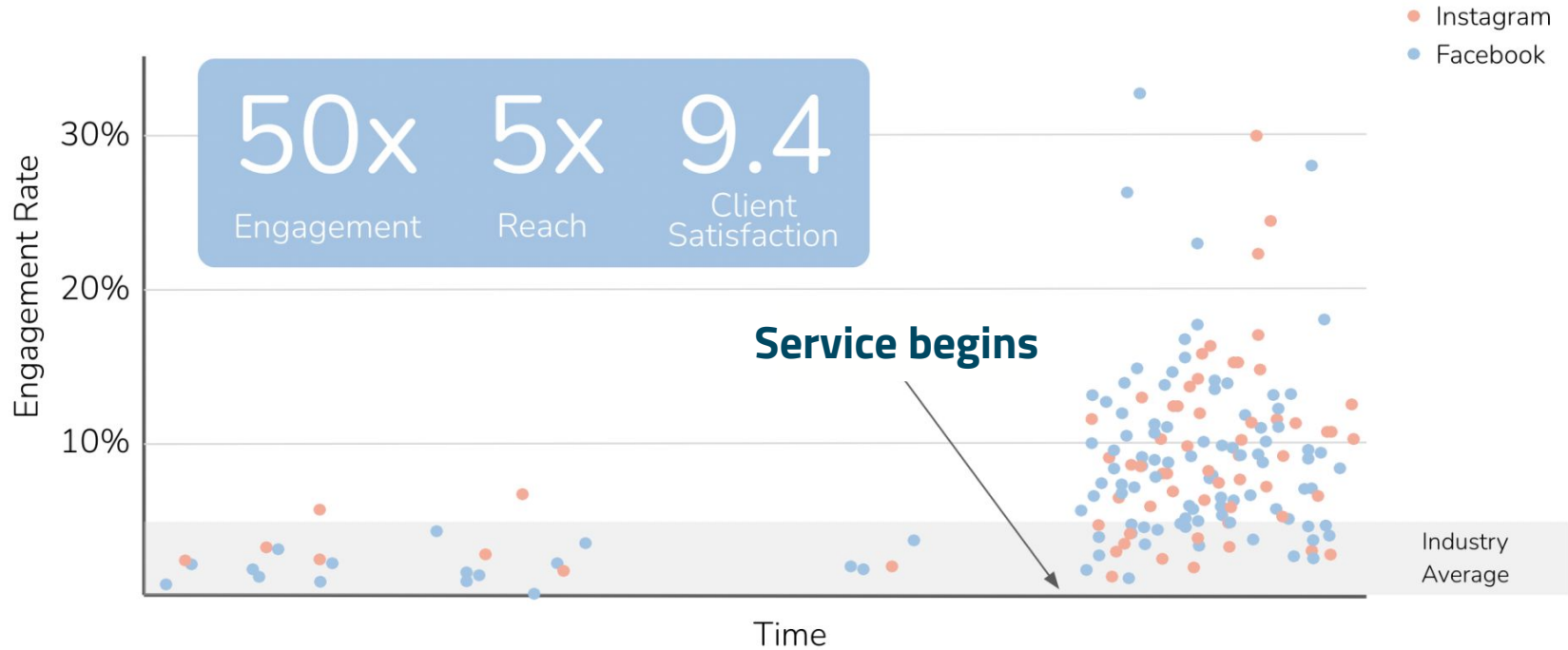
Pertussis (also known as whooping cough) is one of the most contagious diseases around. Caused by a bacterium (*Bordetella pertussis*), whooping cough ...

Source: Vaccine Education Center

[Modify Post](#)

2/5

Delivering Results that Matter



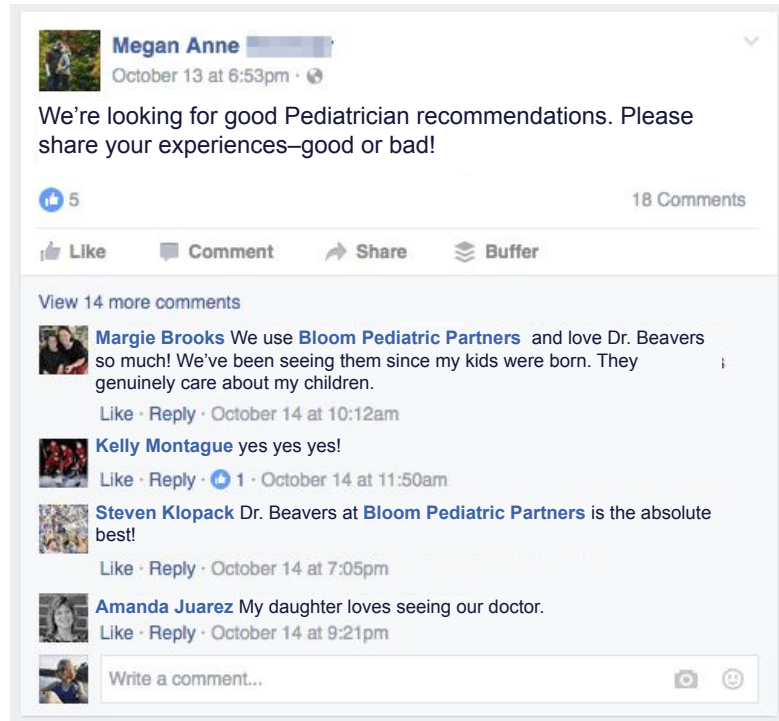
Case Study: Finding happy patients

Reputation, referrals, and positive reviews



- 1 Grew from 0 to 1200 patients in less than a year, with organic social leading the way
- 2 Social Engagement grew 5,000% in just 90 days
- 3 Notable appreciation for content among patients and caregivers

[Hear Dr. Beavers highlight her experience!](#)



Case Study: Keeping happy patients

Extending in-office care to digital channels



- 1 Reached 5x more patients in first four months.
- 2 Posts earned engagement rates 32x better than previous social media posts.
- 3 Surveyed non-patients and found 83% stated they would choose this practice solely based on their proactive social media presence.

“

I love how much we've achieved with very little time on our part. This solution makes patient engagement easy.

Melissa Sells, Clinic Administrator
Novant Health

”

Packages

Intelligent Content Curation & Delivery

Basic

Daily Posts from Select Content Partners

\$599/month



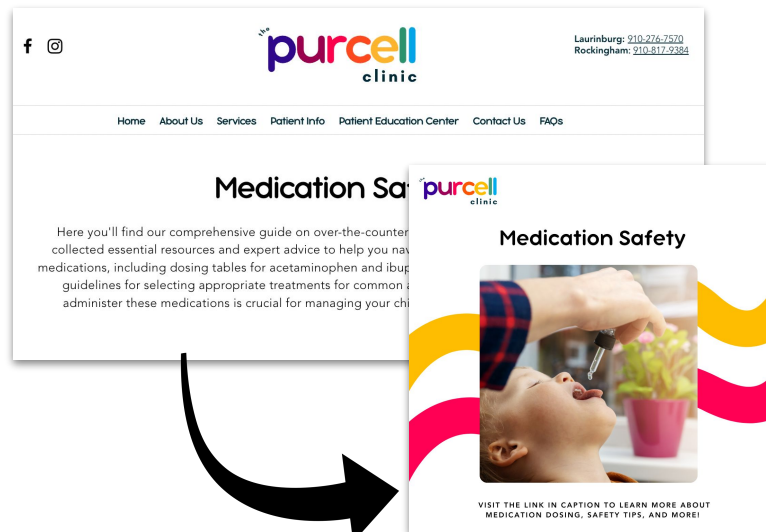
— Caption

— Media

Pro

Basic + Weekly, Branded Content

\$747/month



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Note: The free trial offer ends **March 31, 2025**.



Thanks for attending!

