



## Physician Benefits to Blogging

As healthcare continues to be influenced by our technology-driven times, many physicians are using the Internet to enhance the personality of their practice. More specifically, blogging allows them to post thoughts about topics, such as the effectiveness of a new procedure or an opinion on a controversial topic in the field. These posts generate “buzz,” which, in turn, leads people to look up the doctor’s website or hospital affiliation. While some physicians are taking advantage of the opportunity, many are unsure of the benefits of blogging. Below are ten reasons why blogging is a helpful resource for a practice:

### 1. Great compliment for a website

- Blog posts are effective ways of creating fresh, new content to help drive web traffic, and, more specifically, are a source of search engine traffic. This is often referred to as search engine optimization (SEO).



### 2. Helps establish a personal brand

- By creating blog posts, viewers are able to get to know the doctor and how he or she thinks. His or her thoughts, ideas, and comments help to create the image that people think of when they see or hear of the doctor.

### 3. Helps keep physicians relevant

- The more often a physician posts, the better the chance is that he or she will be seen on the Internet. More recent posts also improve search engine optimization.

### 4. Exposure for products and services

- Half of all people that read blogs visit the product or corporate site being discussed. Therefore, doctors will see an increase in web traffic to their websites.

### 5. Builds a following and allows for feedback from publics

- Blog posts are a two-way street; they allow for viewers to react to what is being said. This is a great way to listen to what patients have to say about specific issues.

### 6. Easy to use, Low cost alternative

- Type. Cite. Post. It’s that simple.

### 7. Able to write in a conversational tone

- Blogs allow patients and referring physicians to get a sense of the author’s personality.

**8. Allows you to test new ideas**

- Different posts may generate more or less responses from viewers

**9. Efficient way to communicate**

- Doctors only have to write a post once instead of answering a question numerous times

**10. Share knowledge and expertise with a larger audience**

- Blogging is an easy way to communicate discussion points of recent CME

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