



Public Relations for Physicians

A decade ago, the idea of physicians marketing themselves would have been frowned upon by the medical community. Now, driven by higher costs and inspired by direct-to-consumer pharmaceutical ads, doctors are using public relations to increase their patient base and maintain brand awareness. While physicians are now taking note of the importance of public relations, many still do not understand the business advantages of PR.

The top five benefits of public relations for Physicians, according to Phyzoom, are as follows:

- 1. Allows physicians to educate their community**
 - Each article or content piece created helps keep patients informed about various topics that they should be aware of (H1N1, diabetes, etc.).
- 2. Positions the doctor as an expert in the field**
 - As people read the content, the author builds respect and credibility within the field.
- 3. Helps doctors reach specific target markets**
 - Based on the area of healthcare that they are focused on, physicians are able to create press releases that speak directly to their patients.
- 4. Simple, inexpensive form of exposure for physicians and their practice**
 - Press releases can be viewed all over the Internet and around the world.
- 5. Gives patients a sense of safety, convenience, and confidence in the doctor's abilities**
 - The more knowledgeable content that a doctor can create on an area of expertise, the more that his or her patients will trust him or her.

Doctors from all specialties are taking advantage of the benefits of PR, and many are doing with the help of Phyzoom. Phyzoom assists our customers in promoting, not only their practice, but also their core focus. For example, a practice could be looking to get the word out about a face-lift procedure created that uses a local anesthetic. By using public relations to release articles and content about this method, the doctor can deliver information on the topic to potential clients across the globe. Doctors realize that business is changing, and as we enter a new phase in healthcare, Phyzoom is here to help.

PHYZOOM is an automated marketing and business development tool designed specifically for physician groups, homecare organizations and hospitals. PHYZOOM is a product of OnKua, LLC. - headquartered in Columbus, Ohio - which develops web-based marketing tools for healthcare organizations looking to grow business through the creative use of new communication technologies.

To learn more call us at 1-800-792-9921 or visit www.phyzoom.com

