

# Pediatric Patient Engagement + Practice Marketing Solutions



## GET FOUND + ATTRACT NEW PATIENTS

A patient's journey with your practice begins at home, when the parents or caregivers are searching for a pediatrician they can feel good about. To build and continue to replenish patients in your practice as your patients age-out, they need to find you! Once they do, you need to demonstrate you're the safe and trusted choice over competing practices in your area.

**We've got you covered with products and services that will help you attract and keep your patients— without the headache of managing a cobbled-together marketing effort!**

### ✓ Website + Search Engine Optimization (SEO)

A practice website that is search engine-ready and responsive is the foundation of a strong online presence. Our custom websites are purpose-built, going beyond simply offering details about your practice. Instead, they provide practical tools and resources that parents love, like symptom checkers, pediatric-specific medical content, and more! And, with expertly executed SEO, your practice will appear higher in search rankings for "pediatricians near me". That increased visibility means more potential patients finding you.

### ✓ Online Reputation Management

It's no secret that star ratings matter— and parents are looking for 5-star reviews when choosing a pediatrician. Our proactive online reputation management approach allows you to devote more time to patient care while we keep a close eye on your patient satisfaction ratings. Our state-of-the-art Review Builder™ helps solidify your online reputation by boosting your positive online reviews to attract new patients.

### ✓ Mobile App

Our private, HIPAA-complaint mobile app mirrors your practice website, making all of your great customization easily accessible to parents and caregivers on-the-go!



# PROVIDE CARE ANYTIME, FROM ANYWHERE

Want to make sure that your patients get the care they need, even if you're busy or out of the office? Whether it's flu season and parents want to see you ASAP, or you have new parents unsure if they should schedule an office visit, your patients still need you— and at times, that isn't always convenient. We have the tools you need to keep your patients happy and your practice running smoothly, even when you're not available.

## ✓ 24/7 Answering Service

An answering service is a great way to manage after-hours calls when your practice is closed, but have you thought about all the calls that are missed over lunch breaks or during your busiest times of the day? Inaccessibility can cause a significant amount of frustration for parents, not to mention a potential loss of revenue for your practice. **We can manage calls anytime, day or night**, with pediatric-specific customization you won't find anywhere else. Plus, when paired with our Telehealth solution, you can turn after-hours calls into billable visits without skipping a beat!

## ✓ Online Patient Education

Be more accessible (and way more reliable) for your patients than "Dr. Google", and reduce non-emergent after-hours calls. Our online patient education tools offer consistent and trusted advice on your practice website, in your office, and after a care visit. Your families will love being able to self-serve with a "try this at home first" solution— featuring 900+ pediatric-specific articles, a symptom checker, OTC medication dosage guidance, and more!



## ✓ Telehealth

Our reliable and secure telehealth solution allows you to provide exceptional care wherever you or your patients might be. And, it couldn't be easier— no need for an app, multiple callers can join, and connecting is as easy as sharing a link. Being able to connect with patients seamlessly provides your families with peace of mind and the same outstanding care they would receive if they were in the office, face-to-face.

RemedyConnect's products and services are proudly offered by Office Practicum (OP)— the first-of-its-kind pediatric-certified EHR platform. OP is purpose-built to provide pediatric practices with everything they need to achieve improved clinical, operational, and financial outcomes.

For more information, visit [www.officepracticum.com](http://www.officepracticum.com).