

Health news

Australia's premier full colour
personalised practice newsletter

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Great ideas to improve income & work easier!

- * **Attract Patients You Want.** Make sure patients (especially new or private patients) take *Health News* home. This will attract new patients and build a loyal relationship with your existing patients. As they pay their account, hand them a copy - "Please enjoy one of our health newsletters".
- * **Target Your Information.** Check that your *Health News* contains key information to ensure the smooth running of your practice – areas where problems often arise, whether billing arrangements, surgery hours, appointment procedures, telephone contact or suchlike.
- * **Run a Campaign.** Use *Health News* in a letter drop throughout your neighbourhood, or as a mail-out to selected patients from your database. We print on each details of your practice campaign (eg. health checks, vaccination programs, well men checkup, diabetes clinic). Medical Boards allow a letter drop, provided simple guidelines are met.
- * **Cut Cost - Newsletter Sponsorship Idea (No 1).** Get ancillary health care providers to promote themselves on a flier that is inserted into your newsletter. Your local pharmacy will often be interested (nebuliser rental, home medication reviews, quit smoking advice, etc). Advertising this way meets accreditation requirements because it is not in the body of your information brochure.
- * **Cost Cut - Newsletter Sponsorship Idea (No 2).** Specialist groups probably have a strong working relationship with your practice. They may welcome the opportunity to express their appreciation through sponsorship of your *Health News*, no strings attached.
- * **Get Personal.** Patients appreciate the personal touch in *Health News*. You could introduce a new doctor or member of staff with a personal profile. Write up special events. Use the practice logo.
- * **An Add-on for Recalls and Home Visits.** Send a copy of the newsletter when sending health recall reminders for Pap smears etc to improve compliance. Get the doctor to leave a copy when making a home visit – this will be appreciated by the elderly and infirm.
- * **Patient Information Pack.** Adding *Health News* to your patient pack is a colourful and welcoming way to build goodwill and loyalty.

Please remember, *Health News* is flexible!. If you have a promotional idea that you consider right for your particular situation – then let us know and we'll help you develop it.

Best wishes from your *Health News* team!

Jenny Heyden RN (Production)

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