



## 4 Ways To Attract Millennial Patients to Your Practice

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If you want to see your practice grow, start thinking about how you market toward Millennial patients.

What is a Millennial, exactly? *The Atlantic*<sup>1</sup> defines Millennials as those born between 1982 and 2004; this age group's entire lives have been shaped by technological advances such as smartphones and social media.

Despite popular conceptions, Millennials are more than selfie-snapping twenty-somethings. With over 80 million Millennials accounting for a quarter of the US population<sup>2</sup>, this generation also boasts \$200 billion in annual buying power<sup>3</sup>.

Does your practice know what it needs to do to attract, convert, and retain this market segment? Discover four proven ways to turn Millennials into lifelong patients.

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<sup>1</sup> <https://www.theatlantic.com/national/archive/2014/03/here-is-when-each-generation-begins-and-ends-according-to-facts/359589/>

<sup>2</sup> <https://www.census.gov/newsroom/press-releases/2015/cb15-113.html>

<sup>3</sup> <http://adage.com/article/digitalnext/Millennials-party-brand-terms/236444/>

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## 1. Have a Knock-Out Online Presence

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Over half of American Millennials report that they are almost always online<sup>4</sup>. These prospects expect to quickly find businesses in an online search, and read crowd-sourced reviews before they commit. Reach them with a robust online presence.

- **Optimize your practice's Google local search listing** with professional pictures, accurate contact information, and verified business hours.
- **Claim your profiles on healthcare and business directory sites.** You never know where a prospect might find you. If this feels daunting, lean on a technology solution such as a practice growth platform, to help automate the process.
- **Modernize your website with a streamlined, easy-to-navigate design.** Add well-written, informative content that boosts SEO and answers patients' questions at the same time.

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## 2. Mobilize Your Efforts — Literally

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This probably comes as no surprise: Over 95% of Millennials ages 18 to 34 own smartphones.<sup>5</sup> A recent survey found that millennials spend the greatest portion of their “online time” on their smartphones, with 24 percent of Millennial smartphone owners saying that “nearly all” of their online time is spent on their smartphones.<sup>6</sup> Make it easy for them to use their favorite device to find your practice and book an appointment.

- **Verify your practice site is mobile-friendly.** A responsive website looks good everywhere: on desktop computers, on mobile devices, and on tablets.
- **Ensure your Google My Business profile** has accurate contact information and business hours for quick mobile searches.

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<sup>4</sup> <https://www.americanpressinstitute.org/>

<sup>5</sup> <http://www.nielsen.com/us/en/insights/news/2016/Millennials-are-top-smartphone-users.html>

<sup>6</sup> <http://www.adweek.com/digital/survey-41-of-millennials-use-facebook-every-day-infographic/>

- **Offer one-click calling** from your website contact information.

There's another essential reason to upgrade to a responsive website: Google rewards responsive sites with better search results rankings<sup>7</sup>, while penalizing non-mobile friendly sites.

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## 3. Use Social Media to Showcase Your Expertise

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Social media posting is a must for your practice. According to Forbes, 41% of Millennials use Facebook every day<sup>8</sup>; they also use YouTube, Instagram, Snapchat, Pinterest, Twitter, and LinkedIn more than any other generation does.

Millennials trust online thought leaders, and social media is the perfect platform to position yourself as an industry expert<sup>9</sup>.

Social media best practices include:

- **Share blog posts and educational content:** Chime in on relevant health news, and provide a glimpse into your practice.
- **Remember the 80/20 rule:** 80% of your social media posts should be informative, educational content which engages patients, while 20% of your content should promote your practice and promotions.
- **Consider paid social advertising:** If you're adding paid advertising to your online marketing strategy, you may want to experiment with Facebook and Instagram ads. These platforms enable you to laser-target an audience by age, demographic, location, buying patterns, and more.

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<sup>7</sup> <https://support.google.com/adsense/answer/6196932?hl=en>

<sup>8</sup> <https://www.forbes.com/sites/laurenfriedman/2016/12/29/4-Millennial-social-media-trends-to-watch-in-2017/#4f4515fa6e69>

<sup>9</sup> <http://adage.com/article/digitalnext/Millennials-party-brand-terms/236444/>

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## 4. Offer Online Booking to Keep Millennials off the Phone

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Millennials far prefer texting to talking on the phone<sup>10</sup>. Don't force this generation to call your practice to make an appointment by offering convenient online booking on your website and Google search listing.

PatientPop research indicates that new patients, who may have found you after work or on the weekend, value online scheduling. Our research shows that 63% of appointments booked online stem from new patients. Moreover, 34% of those new patient appointments are booked after hours.

If you use a practice growth platform, you can take advantage of technology that lets you confirm and remind your Millennial patients of their upcoming appointments via automated text and email appointment reminders. Your patients will be able to easily confirm, reschedule, or cancel appointments, without picking up the phone.

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## Prepare Your Practice for Millennials Today

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Millennials are falling off their parents' insurance plans and searching online for their own physicians. Become the provider they choose by offering a great online presence, mobile-friendly website, a powerful social media presence, and instant online booking.

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<sup>10</sup> <https://www.forbes.com/sites/neilhowe/2015/07/15/why-Millennials-are-texting-more-and-talking-less/#11ed337b5975>



## Our Solution

PatientPop is reinventing the way physicians market and grow their practice. Our smart technology provides an automated, all-in-one solution to enhance your online visibility and reputation, patient acquisition and retention, as well as business insights.

Diagnose your practice's online performance today with our free practice scan. This powerful diagnostic tool scours the internet for your practice's online visibility, reputation, and directory profiles to show you how you're performing and where you can improve.

If you're interested in seeing how our platform can transform your marketing and practice growth, request a demo or contact our sales department.

## Contact Us

**844-738-5673**

**[henryschein@patientpop.com](mailto:henryschein@patientpop.com)**

**[www.patientpop.com](http://www.patientpop.com)**