



# Attitude Marketing Survey

Dr. Name \_\_\_\_\_ Phone # \_\_\_\_\_

**Successfully marketing a health care clinic requires a strategic plan to ensure proper return on your investment. Please fill out the survey so that we may assist your office and maximize your potential.**

What type of marketing have you used in the past and what has been the results of such marketing?

External Marketing	Excellent	Average	Poor	Never Tried
Lay Lectures				
Screenings				
Registration Boxes				
Newsletters				
Website				
E-mails				
Radio Advertising				
Television Advertising				
Newspaper Ads				
Yellow Pages				
Restaurant Dinners				
Meet with Personal Injury Attorneys				
Direct Mail				

## INTERNAL INFORMATION

- How many total patients do you have in your database? \_\_\_\_\_
- How many cancellations do you have per month? \_\_\_\_\_
- How many reschedule? \_\_\_\_\_
- Do you send welcome letters to new patients?  Y  N
- Do you send follow-up letters to new patients?  Y  N
- Do all new patients get a personal call?  Y  N
- Do you send referral letters?  Y  N
- Do you include coupons to those who referred?  Y  N

"See things as you would have them be, instead of as they are."

- Do you have different monthly themes?  Y  N
- Do you use gift coupons in general?  Y  N

**FLYERS**

- Do you use flyers?  Y  N
- If YES, B/W or Color?:  B/W  Color
- If YES, how many?: \_\_\_\_\_/order  Y  N
- What is the cost?: \$ \_\_\_\_\_/order  Y  N
- Who designs the flyers?:
  - Doctor  Staff
  - Outsource  Other: \_\_\_\_\_

**BIRTHDAY CARDS**

- Do you send birthday cards regularly?  Y  N
- If YES, what is the amount per month?: \_\_\_\_\_/month Cost?: \$ \_\_\_\_\_/month
- Are these birthday cards **generic** or **customized** for your office? (Circle one please)
- Do you take pictures of your patients?  Y  N
- What do you do with these pictures?
  - File them away  Send the patient a copy
  - Put on display board  Other: \_\_\_\_\_

**CUSTOMIZED OFFICE BROCHURE**

- Do you have a customized office brochure about your office?  Y  N
- When was it last updated?: \_\_\_\_\_
- What was the cost of your customized office brochure?: \$ \_\_\_\_\_ for \_\_\_\_\_ (Amount)

**WEBSITE**

- Do you have a website?
- How often do you update your website's information?
  - Weekly  Yearly
  - Monthly  Never
  - Quarterly  Other: \_\_\_\_\_

"You will rise by lifting others."

- Website Address: [www.](http://www.) \_\_\_\_\_
- What is your monthly hosting fee?: \$ \_\_\_\_\_/month
- Are you being charged for making or posting changes to your website?  Y  N
- If so, how much?: \$ \_\_\_\_\_ per posting    \$ \_\_\_\_\_ per month
- Do you keep stats of how many people visit your site?  Y  N
- How do patients know to go to your website?: \_\_\_\_\_
- Do you have an auto-responder so that when information is posted it is automatically responded to?  Y  N
- Do you have pop ups to guide the reader's attention to specific areas?  Y  N
- Do you have a sign-in form to request of information about your services?  Y  N
- Do you post news or updated information to increase recurring traffic?  Y  N
- Do you offer coupons or special discounts on your site?  Y  N
- Do you have music to give a sense of serenity?  Y  N
- Do you have positive quotes to promote goodness?  Y  N
- Do you feel your website needs to be professionally enhanced so as to increase referrals?  Y  N

**E-MAIL SERVICES**

- Do you record your patients' email addresses in your office?  Y  N
- Do you send e-mails to your patients regularly?  Y  N
- What do these e-mails contain?
  - Events  Announcements
  - Specials  Never
  - Other: \_\_\_\_\_
- Who designs those e-mails?
  - Doctor  Staff
  - Outsource  Other: \_\_\_\_\_
- How much money is spent for email services?: \$ \_\_\_\_\_ How often?: \_\_\_\_\_

**NEWSLETTERS**

- Do you have a printed newsletter?  Y  N
- If YES, who designs it?
  - Doctor  Staff
  - Outsource  Other: \_\_\_\_\_
- Do you use Black & White or Color Newsletters?:  B/W  COLOR
- Who are these newsletters sent to?
  - Current Patients  Non-active Patients
  - Potentials
- How many do you send per month? \_\_\_\_\_/month
- What is the total cost of the mailing? \$\_\_\_\_\_/month
- Who does your mailing?
  - Family  Staff
  - Outsource  Mailing House: Name: \_\_\_\_\_

**PATIENT EDUCATION BROCHURES**

- Does your office display patient education brochures?  Y  N
- If so, where are they displayed?
  - Reception Room  Front Desk
  - Treatment Rooms  Rehab Areas
- Do you send patient education brochures to all new patients in your welcome letters?  Y  N
- Are they Chiropractic only, Medical only or both?:  DC Only  MD Only  Both
- How often do you refill your patient education brochures?: \_\_\_\_\_
- What is the name of the company you use for your patient education brochures?: \_\_\_\_\_
- What is the cost? \$\_\_\_\_\_
- How many do you order?
  - 25-50 / month  50-100 / month
  - 100 + / month  Other : \_\_\_\_\_

"One person can make a difference and everybody must try."

**TELEMARKETING**

- Do you regularly call your existing patient database?
  - Monthly                       Quarterly
  - Holidays Only               Never
  
- Have you ever used telemarketing to generate new patients?               Y               N
  
- If NO, what was the reason?    Too Difficult    Leads Were Worthless
  
- If YES, which company did you use?: \_\_\_\_\_
  
- What were the results?    Great    Fair    Poor
  
- What was the price?: \$ \_\_\_\_\_
  
- How many leads did you receive?:    0-5    6-10    11-15    16-25    More: \_\_\_\_\_
  
- Were you able to turn these leads into patients?
  
- New Patient Source of referral:
  - Yellow Pages                       Radio Ads
  - Dinners                               Direct Mail
  - Screenings                         Newspaper Ads
  - PI Attorneys                       MD Referrals
  - Patient Referrals                 Newsletters
  - TV Ads                               Website
  - Registration Boxes               Telemarketing
  - Other \_\_\_\_\_
  
- What is your current monthly budget?    \$ \_\_\_\_\_

Our years of experience have taught us that there is no magic to acquire new patients. It requires a dedicated office, a focused staff and a logical, well delivered marketing plan. As the saying goes, “No plan is a sure plan to fail.” We at Attitude pride ourselves in having helped thousands of doctors maximize their potentials using state of the art designs and aggressive marketing, and focused efforts.

A successful marketing plan will include:

- Time to see results
- Repetitiveness of actions
- Diversification of projects

We look forward to helping you in the near future meet your well deserved goals.

- *Attitude*

**Please fax back to (562)437-1440**

“Imagination: The art of seeing things invisible.”