



AM OPPORTUNITIES

10

STRATEGIES

to Boost Your Medical Practice

**G**rowing your medical practice is key to ensuring your patients feel cared for and enhancing your own professional skills.

Check out these 10 tips for boosting your practice.



## 1. ESTABLISH AN ONLINE PRESENCE

Your patient's first contact with your practice will most likely occur online. Building out your online presence can create a trusting first impression. While you may already have a developed website, active social media pages and review sites create new ways for patients to interact with and find your practice.



## 2. MONITOR YOUR ONLINE PRESENCE



Monitoring your online presence is as important as establishing it. Monitoring website traffic can be helpful to understand how patients find you, which can help you refine your marketing strategies. Monitoring social media comments, Google reviews, and other outlets where your patients may be providing feedback will help you understand what works well and where you can make improvements in the patient experience.

## 3. DRIVE REVENUE FOR YOUR PRACTICE

Hosting international medical students and graduates through AMO opportunities is a great way to drive extra revenue for your practice. With stipends paid at the end of the program, this consistent extra revenue allows you to put resources toward hiring more staff or adopting new technologies that help your practice grow, and better serve your patients and bring on new ones.



## 4. DEVELOP OR IMPROVE YOUR SCHEDULING SYSTEM



Creating a scheduling system can help your clinic run more efficiently, which can generate more revenue by increasing patient flow. For example, lumping similar appointments together can help them run more smoothly. If your system is still manual, consider moving to an electronic system. As well, make sure your entire staff is aware of your system to ensure scheduling still runs efficiently should your primary staff member be out.

## 5. CREATE A TEAM ENVIRONMENT

Your staff brings different talents and skills to your practice to fulfill their different roles. Creating a healthy team environment can help everyone be more effective in their roles. A collaborative and trusting work environment allows staff to share their perspectives and ideas. It also provides staff members with the opportunity to step into other roles should a staffer be out. Collaborative team environments are also felt on the patient end and can help the patient have a warmer, more welcoming experience at your clinic.



## 6. PROVIDE VIRTUAL CARE OPTIONS



Especially in today's age, providing a telehealth option can be convenient for both you and your patients. For you, moving quicker consultations to a telehealth setting can help improve your patient flow, especially if these visits are incorporated as part of your scheduling system. For patients, it provides a convenient, accessible, and safe option for receiving health consultations.

## 7. INCREASE CULTURAL AWARENESS

Especially important if your practice serves a diverse patient population, developing your staff's and your own cultural awareness can help you better serve and relate to your patients. One way to develop cultural awareness is hosting and training IMGs through a clinical experience provider such as AMO. Not only do you become part of training the next generation of healthcare workers, but it allows you to learn from diverse cultural perspectives which can help you better relate to your patients.



## 8. BUILD RELATIONSHIPS WITH PATIENTS



Relating to your patients can leave them feeling truly cared for, which keeps patients coming back. For your practice, positive patient satisfaction means a reliable revenue stream for your clinic. It can also increase your patient flow as satisfied patients are more likely to refer friends and family to your clinic. By taking each case seriously and truly understanding who your patients are will create a trusting and honest relationship between your patients and your practice that will allow you to provide stronger care and keep your patients returning.

## 9. DEVELOP TRAINING AND LEADERSHIP SKILLS

Another benefit of hosting IMGs through AMO is the opportunity it provides you to develop your training and leadership skills. This training comes in the form of adapting international medical trainees to your clinic and in providing leadership through the practice of U.S. healthcare. This benefits the trainees and helps you develop and strengthen the same training and leadership skills you use when onboarding new staff.



## 10. REFER, REFER, REFER



Making referrals for your patients not only helps them receive the care they need, but it helps expand your professional network. As you make referrals to physicians and specialists, they are more likely to refer your practice to their patients. This grows your professional networks and increases your patient flow.