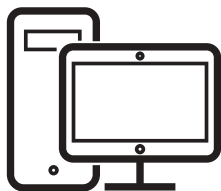


Is your digital footprint attracting patients or driving them away?

The modern patient experience doesn't start and end at your doors. In fact, it begins online before they ever walk into your practice and will continue online after they leave. Healthcare providers who lack a robust digital presence are losing patients due to an incomplete customer journey.



*60% of consumers expect their healthcare digital experience to mirror that of retail**

The digital trend isn't limited to younger demographics.

In a recent survey of patients over 60,*

- 76% said they have used the internet to make a healthcare related search,
- 67% agreed that availability of relevant and accurate information online has impacted their decision to seek one healthcare provider over another, and
- 90% will occasionally, frequently, or always change their mind about seeing a referred healthcare provider with a rating of less than 3 stars online.

In addition to working to provide the best possible outcomes for your patients, digital engagement is a must. This includes a robust web presence, quality reviews, and active communication.

Getting your practice to the top of the online game doesn't require finding staff with the time and expertise to manage your online presence. The team at Ancil Lea Consulting specializes in working with medical providers and has the know-how to skyrocket the visibility of your online presence, create a stellar customer journey for your current and prospective patients, and position you as a top provider in your field.

See how you stack up online—email ancil@ancillea.com to schedule your Digital Footprint Assessment.



"Brief testimonial about how ALC turned around their digital footprint and made it awesome."

Jane Doe

*Source: "Customer Experience Trends in Healthcare 2018," produced by Doctor.com. Research was conducted through SurveyMonkey Audience and commissioned by Doctor.com during February 2018.