

Physician Marketing Checklist for events

- ☒ Always bring a sufficient supply of business cards to events. Don't leave the office without them!
- ☒ Exchange business cards and cell phone numbers wherever possible from attending physicians.
- ☒ Send a thank you card to physicians, and remember to include your business card.
- ☒ If you e-mail a potential referring physician, include copy points around your practice philosophy and a link to your Find a Doctor page.
- ☒ If time allows, visit nearby primary care/specialty care locations and introduce yourself by leaving a bio card and business card with the practices.
- ☒ Whenever possible, network with other primary care/specialty physicians through hospital-sponsored events, lectures, community events, CME presentations, etc. You can also network directly throughout a hospital by:
 - Visiting San Ramon Regional Medical Center and introducing yourself.
 - Attending quarterly medical staff meetings where you can be formally introduced to the staff.
 - Attending physician and committee meetings.
 - Eating lunch with other physicians in the physician dining room.
 - Introducing yourself to ED physicians and medical staff. Make sure your name is on their ED Physician Referral list!
- ☒ Always follow up once a referral is sent to you with a simple phone call, email or another thank you note.
- ☒ If you are interested in speaking at an event, please use a John Muir Health-branded PowerPoint template. Contact your Physician Services Regional Manager if you need a template. John Muir Health offers plenty of speaking engagements, including:
 - Education opportunities through the Wellness Center and San Ramon Regional.
 - Community events throughout the year where John Muir Health hosts a table.
- ☒ Sign up for Online Scheduling to help support networking among other referring physicians and potential new patients.
- ☒ Contact your Outreach and Development Coach about leads, and report any outcomes resulting from your activities.