

Comfort in Care: Building Trust Through Patient-Centered Marketing

Lisa Overman – Director of Marketing Exer Urgent Care

Building Trust

*"Trust is the foundation of patient care;
without it, the effectiveness of treatment diminishes."*

— Dr. Thomas Lee, Chief Medical Officer at Press Ganey

Patient-Centered Marketing: Patient Journey Jenga

Common misconceptions and lack of education have caused patient concerns to be all over the place.

To build trust, we first need to identify **why our patients are concerned in the first place; what are their pain points.**



Patient-Centered Marketing: Patient Journey Jenga

A Patient's brain on urgent care:

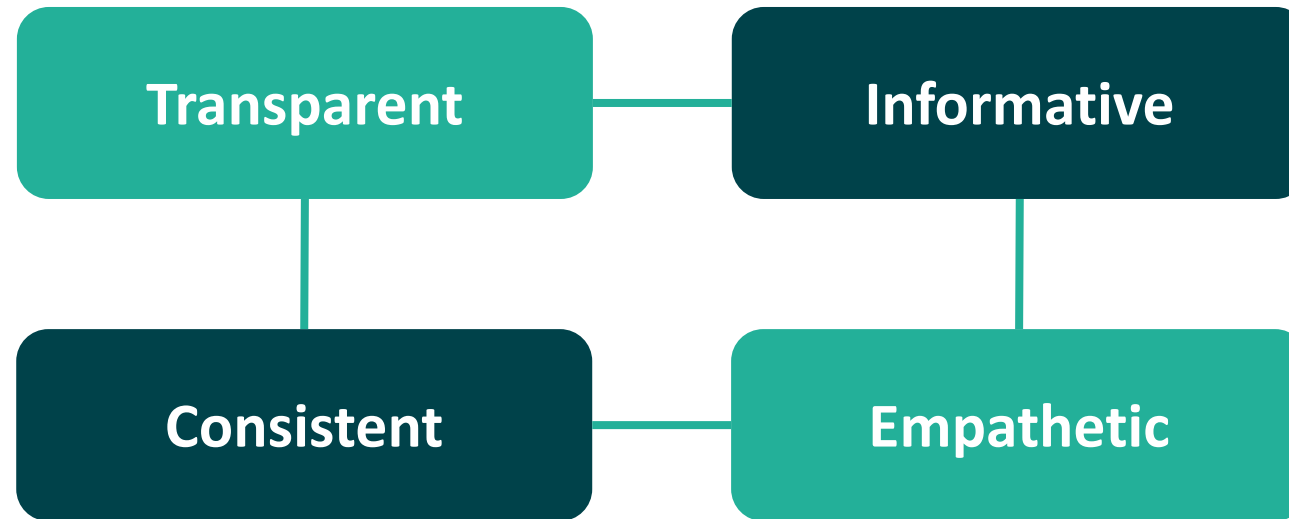


One of those fears coming true:



Patient-Centered Marketing

Patient-Centered Marketing is a strategy that prioritizes the needs, concerns, and preferences of patients at every stage of their healthcare journey. Instead of solely promoting services, this approach focuses on understanding what matters most to patients.



Patient-Centered Marketing: Informative + Consistent

Best Practice: Alleviate Concerns Through Other Mediums

Regardless of the medium, your marketing materials should be consistently alleviating the pain points of patients

Blog Posts

Become a trusted source of medical information by posting relatable content – more info than an email but short enough to maintain audience attention

Email Marketing

Don't be annoying. Patients will be reluctant to unsubscribe from your emails because they may be expecting test results or care information – use their attention sparingly and meaningfully – Are rumors spreading about a Covid surge? Is it time to get a flu shot?

Coronavirus Update

Thanks to the scientific achievements of our partners at Northwell Health, we are actively combating the spread of COVID-19 (Coronavirus) through expanded testing opportunity. The tests, which take swab samples, were previously sent to the US Centers for Disease Control and Prevention (CDC) laboratories in Atlanta and had a three-day wait time for confirmation. But the US Food & Drug Administration recently relaxed that process, allowing outside labs to conduct testing, and approving Northwell Labs to do so.

Manual testing for coronavirus, available now in all of our centers, allows 75-100 tests to be processed daily. Given the still limited testing capacity at this time, we are receiving the COVID-19 test for patients who are at the highest risk. Once the lab automates the process, it will have the capability to process hundreds and eventually thousands of tests daily.

If you have any symptoms and would like to inquire about testing, please visit any of our centers by saving your spot online or just walking in. Our providers will consult with you on your situation and provide guidance, including testing if it is deemed appropriate. We ask that if you are experiencing a fever with a cough or trouble breathing, please wear a mask and tell our center staff immediately when coming in.

[Read Related Content](#)

Simple Steps For Coronavirus Protection

The Coronavirus alerts are intensifying and they may be causing you anxiety. While unknowns abound the disease is concerning, there are simple steps you can take to reduce the risk of catching any respiratory virus. A simple but effective preventative measure is washing hands often. Dr. Zepkin, M.D., Associate Medical Director, said it best: "Our hands are the vehicles by which germs hitchhike to areas they more easily infect - like our mouth, nose, and eyes - but washing our hands properly can help prevent the spread of these germs."

Here are simple steps to protect yourself and your family:

- Wash your hands often with soap and water for at least 20 seconds, & avoid touching your eyes, nose, and mouth. Read more about Dr. Zepkin's advice on [fluandstrep.com](#)
- Avoid close contact with people who are sick.
- Use an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are not available.

You can read more about what Dr. Zepkin and Regional Medical Director, Dr. Neal Shipley have to say about Coronavirus symptoms and detection on [Stasis.com](#).

[Learn More](#)

What to Expect During Your Child's Pediatric Health Care Visit

Posted by Marc Shomer on Oct 21, 2024 in [Advance Urgent Care](#), [Pediatric Urgent Care](#) | No Comments

Type and press enter to search.

RECENT POSTS

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- [Why Routine STD Testing is Essential for Your Health](#)
- [Essential Women's Health Services: Why Regular OB-GYN Visits Matter](#)

Taking your child to a **pediatric health care visit** is essential to ensuring their overall well-being. Whether it's a routine pediatric check-up or addressing specific health concerns, these visits are crucial in monitoring growth, development, and early detection of potential health issues. For parents, especially first-timers, knowing what to expect during such visits can feel overwhelming. In this blog, we'll guide you through the process and provide an overview of what happens during a pediatric healthcare visit, what you should prepare for, and why it's essential for your child's long-term health.

Do You Need Help With Your Child's Health?

Your child's health is one of the most important aspects of parenting, and regular pediatric healthcare visits are essential to ensuring their well-being. These visits help track growth, catch any signs of potential health issues, and ensure that your child is meeting developmental milestones.

If you're looking for comprehensive pediatric care, consider Advanced Urgent Care. With a team of experienced **health care professionals in Pasadena**, they are well-equipped to handle all aspects of your child's health care needs. Whether it's a routine pediatric check-up or a more specialized concern, you can trust them to provide exceptional care.

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Get your flu shot today at

Special Offer: \$20 Flu Shots!
Take \$5 Off Your Flu Shot at NextCare Urgent Care. (Regularly \$25)

NextCare is making it easy and affordable to get your flu shot this season. Walk in today, or any day of the week - including evenings or weekends, to one of our convenient locations for your flu shot. Keep you and your loved ones healthy and away from the flu this season!

Visit [www.nextcare.com](#) for the location nearest you and to print the special \$20 flu shot discount coupon.

*Flu shot regularly \$25. Must present this coupon at the time of service. Call for service location availability. Offer subject to change without notice. Excludes Medicare. Not valid in combination with other offers or discounts. Not eligible to cash back services at participating locations. ©2024 NextCare Urgent Care, Inc.

Urgent Care vs. **Emergency Room**

When it's not life-threatening, urgent care can offer a more convenient, affordable way to get help. Here's a few quick comparisons to consider.

WAIT	30	60
Minutes or less for 90% of urgent care patients		Minutes or more at most ERs
COST	\$\$	\$\$\$\$
An average urgent care visit runs \$165-\$190		An ER visit can easily cost up to \$1,250 or more!
CONVENIENCE	<p>You can easily find urgent care where you work, shop and live or do a virtual visit!</p>	<p>Hospital ERs may be a longer drive away and difficult to navigate.</p>
SEAMLESS	Urgent care can connect you with specialists, when needed, as well as send records to your primary care physicians for a more seamless experience.	

Patient-Centered Marketing: Informative + Empathetic

Best Practice: Alleviate Concerns Through Other Mediums

Digital, OOH, DOOH Ads:

Awareness: Display


Remind patients you're here when they need you. Even though you may not catch patients in their exact moment of need, you're consistently making them aware that you exist when the need arises.

Direct Response: Paid Search

Patients might not remember your name and might not care what it is, but they do care whether you take their insurance and whether you're open late. Search ads should have the patients concerns in mind to grab their attention


Don't forget your hours of operation, location(s), cost and insurance info where possible



 Visit Health Urgent Care
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Van Nuys Urgent Care - Medi-Cal Accepted
Instant coverage verification, hassle-free payments. Cash or CC. No **insurance** needed.

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Exer **Urgent Care** can help you feel better, faster. Stop by one of our clinics today. Exer...

Patient-Centered Marketing: Empathetic + Informative

Best Practice: Alleviate Concerns Through Empathy

Empathy-Focused Messaging

Use Empathy-Driven Language: Position your messaging to reflect understanding and compassion for the uncertainty patients feel. Statements like, “We’re here to support you, not surprise you,” reinforce that you prioritize patient comfort.

Use relatable imagery for the audience you’re looking to attract: While it’s nice to know what our doctor might look like, patients want to know we can treat their ailments and deliver a caring experience



Patient-Centered Marketing: Consistency

Best Practice: Alleviate Concerns Through Other Mediums

Branding/Messaging

A cohesive brand message from website to clinic experience strengthens patient confidence

Revenue Growth: Presenting a brand consistently across all platforms can increase revenue by up to 23%.

[Small Biz Genius](#)

Consumer Expectations: 60% of millennial consumers expect consistent branding across all channels, emphasizing the need for a unified brand image.

[Live Your Message](#)

Brand Recognition: Consistent use of color in branding can improve brand recognition by up to 80%.

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Urgent Care Awareness Month

May marks Urgent Care Awareness Month, underscoring our vital role in bridging the gap between primary and emergency care.

As we embrace the warmer weather and outdoor activities, it's common to see more visits to Urgent Care centers. But why does one go to urgent care? Whether it's from sports injuries, outdoor adventures, or simply enjoying the sunshine, accidents happen.

- Urgent Care centers provide a wide range of services beyond treating minor injuries. From allergic reactions and ear infections to X-rays, lab tests, and preventive care like physicals and vaccinations, Urgent Care offers comprehensive and accessible medical assistance for urgent but non-emergency situations.
- Beyond accessibility, Urgent Care offers quick and efficient service, avoiding the long waits typical in emergency rooms. According to the Urgent Care Association, Urgent Care centers prevent about 24.5 million visits to the Emergency Room each year*. While Exer is only a small part of that massive number, we are a big part of your urgent care journey in Los Angeles and surrounding communities.

*Urgent Care Industry White Paper, Urgent Care Association, August 2023

While the reasons for Urgent Care visits may not be pleasant, at Exer, we strive to ensure the care experience is still positive. Our highly trained medical professionals are here to get you better, faster, by putting patients first and offering comprehensive care whenever it's needed.

Commonly Treated Conditions

- Cough, Cold, Flu
- Eye & Ear Infections
- Allergies & Asthma
- Lacerations & Stitches
- Chest & Head Pain
- STD & STI Testing
- Fractures & Sprains
- Ingrown Toenails

With 55 clinics across Los Angeles, Orange and Ventura Counties.
Let's get you better.

[Learn More](#) [Find a Location](#)

Follow Us!

Flu Shots Are Now Available

- Open 7 days a week from 8am - 8pm
- Lab, X-rays, EKG, splinting and more!
- Ability to treat 80% of cases seen in the ER
- Accept Medicare, Medi-Cal, most PPOs and HMOs

No insurance? No problem. Patients without insurance can get the flu shot for only \$45.

exer URGENT CARE LET'S GET YOU BETTER. ExerUrgentCare.com

About Us

Like having a doctor in the family

Urgent care with kindness and compassion

Our doctors and staff are uniquely trained to treat patients with emergency-level acuity of care, but we're also close at hand. We have the convenience we want, and we treat our patients like our neighbors because, well, we are your neighbors. We believe that what's good for you is better for all of us.

We're also big fans of opening hospital bills we can't afford. We know the frustration of waiting for hours or "night owl" visits for a single treatment. And that's why we're committed to doing things differently. To simplify the load with no extra requirements to your patient needs. Because there is a difference between providing care and taking care.

We're treating our patients like we would our own families. That means care that isn't only faster and better, but gives you peace of mind knowing you're getting great attention in a comfortable premium setting, close to home. All so you can feel better, faster.

[Find your nearest Exer Center](#)

Because life doesn't stop for illness. Let's get you better.

[Get Care Now](#) **exer URGENT CARE.**

Care that fits your schedule.

We're open 8am-8pm, 7 days a week

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From...

- Flu to Fractures
- Colds to Concussions
- Runny Nose to Broken Toes
- Bee Stings to Shoulder Slings
- Tummy Aches to Ankle Breaks...

Let's get you better.

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Patient-Centered Marketing: Consistent + Informative

Best Practice: Consistency in Patient Experience

Unified Brand Promise: Ensure that every touchpoint—from your website to your front-desk interactions—delivers on the same promise. A unified message like “Quality care when you need it most” provides a comforting expectation that helps patients feel supported.

Staff Ambassadors: Staff are some of the best marketers for your brand, they should be trained to deliver on the promises you’ve been making through your traditional marketing methods, verbally inform patients of their top concerns

- **Inform wait times**
- **Check patient insurance**
- **Offer a price list if not paying with insurance**
- **Be kind, transparent, informative, consistent, and empathetic**



Patient-Centered Marketing: Transparent, Informative, Consistent, Empathetic

Best Practice: Manage Your Internet Reputation ...Even after the fact

Address Patient Concerns Directly: Responding to online reviews shows patients that their feedback is valued and directly contributes to improving care. This transparent engagement reassures patients that their concerns are heard and addressed, which helps repair or even strengthen the trust we've been building with our patients through experience and other marketing mediums.

- **Influence on Patient Choice:** A 2020 survey revealed that 77% of people use online reviews as the first step in finding a new physician. [Levo Health](#)
- **Impact on Engagement:** Healthcare professionals with 7-12 reviews received 5 times more appointment requests than those without reviews. [Healthgrades B2B](#)
- **Patient Expectations:** 72% of patients say they'd only consider a provider with an average rating of 4 stars or higher. [Repugen](#)

★★★★★ Exer Urgent Care Porter Ranch

Sandra Garcia • Nov 4, 2024 • Featured

The entire staff was very friendly, courteous, and helpful. The provider was very professional and quick to resolve all of our concerns. I definitely recommend this urgent care

BirdAI suggested reply

We're elated to hear about your positive experience at Exer Urgent Care. Thank you for recommending us!

★★★★★ Exer Urgent Care Rancho Palos Verdes

Melanie Baeza • Nov 1, 2024 • Featured

Great service, easy checking and quick service. Friendly and qualified medical staff. Will definitely go back.

BirdAI suggested reply

We are absolutely thrilled to hear about your great experience at Exer Rancho Palos Verdes! Thank you for sharing your positive feedback.

★★★★★ Exer Urgent Care Sherman Oaks

Vahe Guerbidjian • Oct 29, 2024

Waited over 2 hours and people walking in after me getting service while I am in pain And very poor communication. Plus I was told to leave if I didn't want to wait any longer. Very lousy patient care. Zero customer service.

BirdAI suggested reply

Apologies for any inconvenience during your visit. Your feedback is invaluable to us. Please feel free to reach out to us at (818) 722-3230 to discuss your experience further.

Patient-Centered Marketing: Trust

In patient-centered marketing, **trust is our foundation**. By prioritizing transparent, informative, consistent and empathetic messaging, we can transform urgent care into a trusted, comforting choice for our patients. Let's take these principles forward to create meaningful connections and **truly patient-centered care**.



Patient-Centered Marketing: Trust

Building Trust is all in how you frame it...



Thank You

Lisa Overman – Director of Marketing Exer Urgent Care

