World Internet Marketing Associates Launches Company Division ‘Getting New Patients’

John Tolmachoff  February 01, 2013

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(Anewswire.net – 1, February, 2013) Fresno, CA -- World Internet Marketing Associates LLC has launched a new division of their company called Getting New Patients which is dedicated solely in helping physicians and doctors in getting new patients for the medical services that they offer.

Aptly named, the Getting New Patients Division is the marketing firm’s newest venture and the brainchild of marketing strategists who know they can help physicians via direct internet marketing services. Market studies show that too often physicians pay high prices to firms who often market the physician’s services to random members of the population. That random approach doesn’t translate to actual customers for the physician’s practice. The Getting New Patients division aims to solve that issue.

So how does the new division plan to help physicians underwhelmed with the low results of most marketing firms? They use a pronged strategic approach. One approach is to utilize the internet to set up proven turn-key marketing systems such as local area SEO marketing campaigns that target getting a doctor’s practice to the first page of search engines like Google + and Bing. This is just one of the specific internet marketing systems designed to increase clientele. Additionally they put a high focus on reputation management. These techniques promise to generate new business as well as repeat patient business, increase patient retention and the acquisition of new patients via the posted reviews of current patients on internet sites. This Getting New Patients site tactic assures that people searching for the exact service as found in the posting will also find the physician’s contact information.

“We offer the doctors we serve a very personal and direct approach to their internet marketing.” said John Tolmachoff, president of the company. The marketing consultant and his team at the Getting New Patients division do that by conducting a proprietary marketing profitability assessment that reveals four key areas of major marketing importance. First we identify who the ideal patients are that the doctor’s practice should seek online. Secondly we identify the right set of objectives and goals their practice should have for online marketing. Thirdly we identify what are the specific challenges they face in marketing their practice to their ideal patients online. And finally we identify what are the untapped opportunities in the practice’s online marketing communications and overall approach. “Once we establish these four points, we’re off and running with a viable marketing plan.” Tolmachoff added.

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