



LEVEL UP

YOUR PRIVATE PRACTICE

This guide is a partnership between
The Receptionist and Hushmail,
providing essential tools designed
to help your practice grow and thrive.

INTRODUCTION - 3

INVEST IN SYSTEMS TO HELP YOU SCALE - 4

Electronic Health Records

Administrative Assistants vs Virtual Assistance

SET UP A PROFESSIONAL EMAIL DOMAIN - 7

Steps for Setting Up Your Business Email

Set up Secure, HIPAA-Compliant Email

MARKET YOUR BUSINESS LIKE A PRO - 9

SEO - Search Engine Optimization

Google Business Profile

Should You Ask Your Clients for Google Reviews?

Use Patient Feedback to Improve

CREATE A CHECK-IN PROCESS THAT WOWS - 13

SIMPLIFY YOUR BILLING - 15

Do Your Own Billing

Outsource Billing

Use Private Pay

CONSIDER NEW CERTIFICATIONS AND CREDENTIALS - 16

SEEK OUT SPEAKING OPPORTUNITIES - 17

JOIN GROUPS OF YOUR PEERS - 18

CREATE HELPFUL AND EDUCATIONAL CONTENT - 19

Blog

YouTube

Newsletter

Podcast

SOCIAL MEDIA - 22

Discover Where Your Audience Is

Create Content They Love

SUMMARY - 24



INTRODUCTION

For private practice owners like you, the potential has never been greater to evolve and expand your business and positively affect thousands of lives.

This new horizon for growth is fueled in part by a growing awareness of the importance of mental health services, the explosion of telehealth, and expanded access to digital marketing tools that make it easier than ever to promote your practice.

We understand that while you've spent years learning and molding your professional skills to provide the best care possible for your patients, the 'corporate' side of owning and running a business may be overwhelming and confusing.

'Level Up Your Private Practice' is a guide designed specifically for owners looking for some advice. We'll dive into actionable ways you can accelerate your practice's growth, no matter

your business experience. This guide will help you along the path to your practice becoming the fully-booked, go-to behavioral health provider in your specific region and treatment field.

As a bootstrapped company ourselves here at The Receptionist, we understand the importance of making every dollar count; much of the advice in this guide comes from our own experience. We've partnered with another business dedicated to helping their clients scale successfully, Hushmail, to deliver even more practical tips for your business's growth.

The guide will cover everything required to cultivate the practice of your dreams, from creating an incredible patient experience to automating crucial business processes and even marketing your practice like a pro. Join us and let's dive in!



INVEST IN SYSTEMS TO HELP YOU SCALE

The most successful businesses invest their time and money into getting two things right: people and systems.

Both are integral to growth, but as a private practice owner, adding new hires might not make great financial sense right now.

So, it's time to turn to your systems.

Here are the systems worth investing in right now for growth-minded health professionals. There are plenty of software companies out there that make big promises for growth, but one particular tool you can't overlook is your EHR system.

Electronic Health Records

We have a saying here at The Receptionist: If a task makes you feel like a robot, that task may be better suited for a robot in the future.

Technology helps us automate the mundane tasks that used to fill our day so that we can turn our brain power towards more creative or meaningful work.

Electronic Health Record (EHR) software is a crucial component of today's most successful private practices because it removes the need to shuffle through reams of paper or navigate cumbersome patient spreadsheets.

Your EHR system stores patient data in a secure, central place. It helps you to observe and record patient interactions and share relevant data with staff members in one convenient interface. Many EHR offerings also include electronic billing capability along with a patient-facing portal to expedite the intake process and appointment scheduling.

Gone are the days of manually entering progress notes and billing reminders into spreadsheets,

which are both tedious and pose more risk for data security issues under the The Health Insurance Portability and Accountability Act (HIPAA).

PRO TIP: When searching for software for your private practice, always check out review sites like Capterra or G2 to see what real users have to say about the product. Some of the most highly rated EHR solutions for private practices include [TherapyNotes](#), [Therap Services](#), [TheraNest](#), and [SimplePractice](#). Many options offer free trials, so sign up for several and see which one works best for you and your practice before you pick the winner!

Administrative Assistants vs. Virtual Assistance

Hiring an assistant to handle things like billing, patient scheduling, and perhaps even marketing is a major decision for every growing practice. You have two options to choose between: virtual or human assistant. Virtual assistants are a convenient, low-cost option for simple tasks that don't require face-to-face interaction. In comparison, an experienced administrative assistant can boost your practice's value and help streamline your current processes.

While an administrative assistant will naturally be more equipped to handle sensitive data and complete complex tasks, they also introduce an element of human error. When deciding if you need an executive assistant or can make do with a virtual alternative, ask yourself:

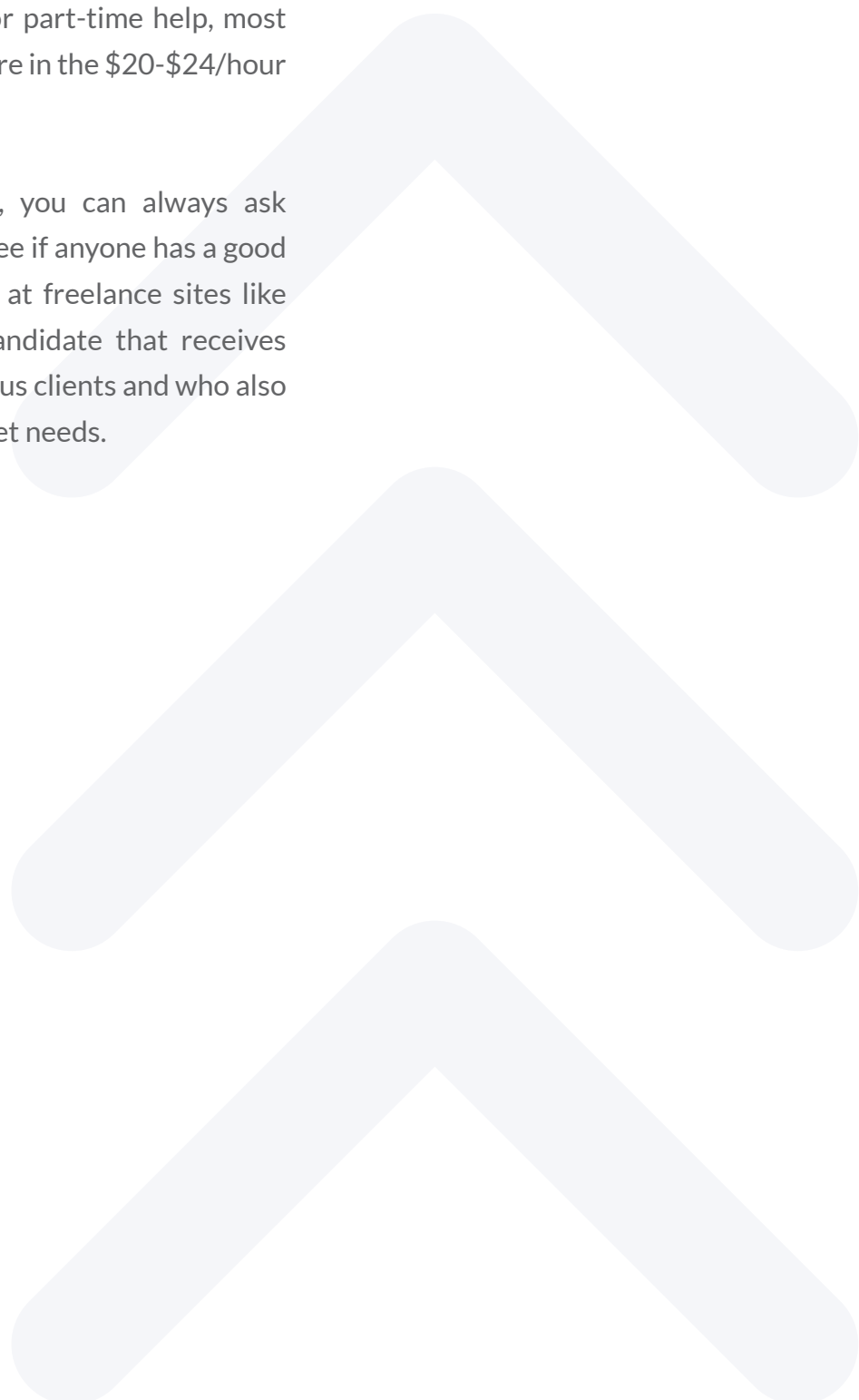
- Do I need a dedicated assistant or just part-time help?
- Will they need to complete tasks concerning sensitive information?
- What's my budget?
- Am I looking for a short or long-term solution?
- Do I have the space for them in my office?
- What would I be able to accomplish with the additional free time? How many more patients could I take on?

You should be able to answer all of the above before hiring an assistant. But for most private practice owners, the budget question is the one that must be answered first.

According to Salary.com, [the average base salary of an administrative assistant](#) in the United States is around \$43,000. That doesn't include

additional perks and benefits (i.e. health insurance). If you're looking for part-time help, most hourly rates fall somewhere in the \$20-\$24/hour range.

As for virtual assistants, you can always ask around your network to see if anyone has a good referral, or, you can look at freelance sites like [Upwork.com](https://www.upwork.com) to find a candidate that receives great reviews from previous clients and who also fits your budget and skillset needs.





SET UP A PROFESSIONAL EMAIL DOMAIN

Nothing screams ‘novice’ more than a business using a personal email address from Gmail, Yahoo, Hotmail, AOL, and others. If you’re serious about professionalism and growth, **make your email address official**. While this may seem trivial, think about the businesses you interact with in your inbox. How many of them use their website domain as their address? Personal email addresses are for *personal* use, not business, and leveling up your domain is a super-simple way to earn trust with patients.

For example, contact@healthpractice.com or info@privatepractice.com are emails that denote trust, authority, and professionalism, all of which are crucial to the growth of your practice. So how do you establish a similar email for your practice?

Thankfully, the setup process is simple.

Steps for Setting Up Your Business Email

The exact steps for setting up a business email will depend on your hosting company, but here is the general process:

1. Purchase your website domain name from a registration company like [GoDaddy](#).
2. Point your GoDaddy Nameservers to your website hosting company’s servers, such as BlueHost or Hostinger.
3. From your hosting account dashboard, go to mail accounts and set up your email from there.
4. Link up your email account with all of your mailboxes, including your desktop, mobile phone mail app, or other devices you use to access email.

A professional email domain may seem insignificant, but it's vital if you want to convey quality, authority, professionalism, and credibility. If going through your hosting account seems complicated, check out this [guide for an alternative method](#) with step-by-step instructions.

Set up secure, HIPAA-compliant email

As a healthcare provider, not only do you need a professional-sounding email address, you also need a HIPAA-compliant email service. A healthcare practice requires much greater security than what a free account with personal email services like [Gmail](#) and [Outlook](#) provide. In fact, if you don't get this part of your practice right, you could be looking at some significant fines.

There are several things you want to look for in a [HIPAA-compliant email provider for your therapy practice](#).

- A signed Business Associate Agreement ([BAA](#)) is an agreement between you and the email provider stating that they will keep your patients' information safe.
- Encryption scrambles information so it's unreadable to anyone other than

the intended recipients. While HIPAA doesn't explicitly require encryption, it's a best practice for meeting those standards.

- A private message center is a secure web page where your patients can read and respond to your encrypted emails. Even if they don't have an encrypted email service themselves.

[Hushmail for Healthcare](#) provides a BAA, encryption, a private message center, as well as online forms.

You can use a Hushmail account with the professional domain you just purchased. You'll be walked through the process of setting everything up when you register for the service. Once you've gone through the process, your professional email address (e.g., `yourname@yourpractice.com`) will come with all of Hushmail's security and HIPAA compliance.

You can also use one of Hushmail's professional domains, such as `name@therapysecure.com` or `name@counselingsecure.com`. These options come free with your account if you want one, but we still suggest you look into getting your own domain. Nothing beats having just the name of your practice in your email address.



MARKET YOUR BUSINESS LIKE A PRO

You know that marketing your mental health practice is fundamental to attracting patients and growing your business. These days, digital marketing tools and channels are so abundant that it's difficult to know which ones to focus on. From website SEO to blogging, social media, video, and email, it's easy to get overwhelmed and not try any of them at all.

We'll touch on blogging, social media, and video later in this guide. For now, let's explore how most people will find your business — search engines.

SEO - Search Engine Optimization

One of the most critical marketing elements for any business is search engine optimization (SEO). For many private practices who serve a specific region or area, [local SEO](#) involves optimizing your website, Google Business profile, and online presence to help people find you through local

search engine queries — that is, people physically near your business searching for services like yours.

For example, if someone searches “Therapists in Denver,” and your practice serves the city, you want to appear, at the very least, on the first page of the search results, right? The [top spot on Google](#) receives 33% of that queries' web traffic on average! The higher you rank on Google, the more traffic for your website. Add a conversion-optimized landing page, and more of those site visitors will become customers.

Tackling SEO can be daunting because so many different factors play a role in how your website ranks. There are highly technical components like ensuring your page structure is easily ‘crawlable’ by Google's algorithm bots, and there are more creative components like whether or not your website content is actually helpful in answering searchers' questions.

Looking to level up your SEO knowledge and skills? Here are our favorite resources:

- **Ahrefs**
 - [A beginner's guide to SEO](#)
 - [Complete video SEO course](#)
 - [Free SEO measurement tool](#) to see where and how your website ranks
- **Semrush**
 - [A video intro to SEO](#)
 - [Semrush blog](#) for all things online marketing
- **Moz**
 - [Keyword explorer](#)
 - [Free domain SEO analysis](#) to check how your website ranks

Again, SEO can be a bit overwhelming because of just how much information is out there. Our recommendation is to start with the easiest items and work your way up. This often means producing quality content on your website that a) is specific to the work you do and the people you serve, and b) addresses questions searchers might have with quality, helpful answers — not just paragraphs stuffed with keywords.

It can take time to ramp up your search rankings,

but once you get there, it is a growth tool that can run for a very long time.

Google Business Profile

Level up your practice by marketing a Google Business Profile. Google provides business listings a preferential placement on search engine results pages (SERPs), so your Google Business Profile is often the first impression a visitor gets of your practice. It's critical that you've put thought into that profile, especially if you are marketing to a specific region or area.

When someone in your area searches a phrase like “mental health expert near me,” Google will show them your business profile alongside your competitors. Where you rank in those results will depend on how well you've optimized for local SEO.

Complete your [Google Business Profile](#) with photos, videos, hours of operation, and contact details. Double and triple check that everything is correct. Share as much information about your practice as you can. You'll especially want to make sure these fields are completed:

- Business name
- Address
- Phone number

- Contact details (email)
- Services
- Links to website and social accounts
- High-quality photos of your space
- Videos
- News or updates
- Hours of operation
- Google reviews (if applicable)

Here's a helpful guide to get your profile up and running:

<https://www.semrush.com/blog/google-my-business/>

Build the most complete, professional-looking profile you can to help potential patients discover your business. It's a golden opportunity to separate yourself from the competition.

If you're unsure where to start, observe your competition. Look for practices in your city that provide similar services and have complete Google Business Profiles with professional photos, excellent reviews, and up-to-date information on location and hours of operation.

Use those profiles and the information they've included to help build out your own. Find opportunities to add content your competitors don't have, like helpful blog content, relevant YouTube

videos, and anything else that provides more value and information about your practice — all things you can link through your Google Business Profile.

In short, your Google Business Profile isn't just a profile; it's a fundamental tool to market your practice and stand out. Complete it to the fullest, and then maximize it beyond your competitors.

Should you ask your clients for Google reviews?

Here's the short answer: No.

Because of the confidential nature of the work that you do, and because publicizing information about your patients and the services you provide is a HIPAA violation, it is unethical and at times not legal to ask for reviews.

If you've made the review feature available on your Google Business Profile, a patient choosing to leave a review on their own accord is generally acceptable, and good reviews can be a significant factor when potential patients are deciding between practices. However, you must also be prepared to receive negative reviews should you allow that through Google.

Use Patient Feedback to Improve

While asking for reviews and publicly displaying them is considered unethical for mental health practitioners, that doesn't mean you can't gather private feedback from your patients to help you improve your business.

Every patient interaction is an opportunity to gather insights on what your clients are looking for and how your practice can meet those needs. Use this information (with any patient identifying information removed) to both improve your patient services and craft compelling website content that resonates with your target audience.

You can collect patient comments through regular anonymous surveys, or it can also be as simple as asking patients, "Is there anything I can do to improve as your therapist?", at the end of each session.



CREATE A CHECK-IN PROCESS THAT WOWS

So your online presence or a patient referral has brought someone to your practice's front door. Now is not the time to give off a less-than-your-best impression.

Picture this: You're in the middle of a session with a patient and you hear the door in your lobby open and close. Maybe you're working in a shared office space, don't currently have admin staff, or they're otherwise occupied — either way, you know there's no one there to greet the visitor.

You check the clock: 5 minutes until your current session is over.

Is the visitor your next appointment wandering around trying to figure out what they're supposed to do? Or perhaps a package is being delivered? Or maybe it's a potential new patient?

Without a visitor management system like [The Receptionist for iPad](#), there's no way to be sure.

Thousands of behavioral health offices have taken the extra step to build a check-in process with The Receptionist for iPad that relieves patient and practitioner anxiety, allows for patient privacy, and paves the way for a successful appointment.

It's easy to create an incredible patient experience at your practice without needing additional staff thanks to visitor management features like:

- Instant notifications when patients check in
- Contactless check-in
- Multilingual display options
- Staff photos
- Two-way communication
- Videos
- The ability to record visit notes

Building a remarkable check-in process with a visitor management system is one example of

implementing solutions that scale. As Kelly Elise Ulmer, founder of Bloom Counseling and Nutrition in Fort Collins, Colo., [shared in this video](#), investing in software tools that supported her practice's growth — like The Receptionist for iPad — helped to build her practice's legitimacy.





SIMPLIFY YOUR BILLING

Billing can be frustrating, time-consuming, and laborious for any private practice owner — especially so if you have to factor in insurance companies. So, what are the best ways to build a stress-free billing process that keeps cash flowing? Private practices have several options: tackle the task yourself, outsource it, or use private pay.

Do Your Own Billing

Invoicing insurance companies and clients yourself can cut costs if your practice is just starting out, but you'll need a little help learning the complexities of [insurance company billing](#). Keep in mind that as your practice blooms you'll have less time to dedicate to a greater number of bills.

Outsource Billing

Your second option is to outsource your billing process so that you can concentrate on doing

what you love, helping patients, and growing your business. Outsourcing means delegating billing tasks to an accountant or company that specializes in medical billings, and there are many options to choose from. Make sure to research the fees involved with third-party billing companies and find a reputable provider before committing to this option.

Use Private Pay

Thirdly, you can use private pay. This option eliminates the complexities of insurance billing, but could potentially reduce your audience to only those clientele who can afford your services without needing insurance. As we've mentioned, many Electronic Health Records systems can manage the invoicing, payment, and reminder aspects of billing private pay clients should you go this route.

A decorative header image featuring a blue background. On the left, a stack of wooden blocks is shown, with a hand placing a block on top. A large white checkmark is superimposed over the blocks. On the right, three white upward-pointing chevrons are stacked vertically.

CONSIDER NEW CERTIFICATIONS & CREDENTIALS

Achieving additional qualifications, certificates, and credentials will help you level up your abilities as a practitioner and bolster your practice's reputation.

Set yourself apart from the competition by going above and beyond with new certifications or courses. Build trust and credibility with your clients through specialized training in areas that matter to them — especially if your practice is focused on treating particular conditions. The goal is to build trust, credibility, and rapport with your audience while honing your skillset.

Facilitating additional training for any other staff members at your practice will have the same effect. Anyone representing your practice should have access to the tools needed to wow patients. To do this, provide staff training days, make helpful material readily available, and look into what

credentials and qualifications can help your practice reach maximum potential.

There's good news: many certifications, in everything from children's mental health to trauma and disaster therapy, [can be completed online](#) these days.



SEEK OUT SPEAKING OPPORTUNITIES

As a behavioral health practitioner, you're a credible source of information on a topic that is becoming more widely spoken about in everyday life. A 2019 American Psychological Association study found that [87 percent of American adults](#) agreed that having a mental health disorder is nothing to be ashamed of.

In the years since the onset of the COVID-19 pandemic, mental health and reducing stigma around it has been front-and-center of many workplace and community conferences, summits, and discussions.

This means that there has never been more opportunity for you to speak at events as a behavioral health thought leader and expert, spreading awareness and helping a wider field of people while also raising your practice's profile.

You could speak at events, industry groups, and local chambers, educating the public and other

professionals about general mental health or the specific niche you serve.

The larger organizations like the [National Alliance on Mental Illness](#), [American Mental Health Counselors Association](#), and the [Anxiety and Depression Association of America](#) all host conferences with open speaker applications. Submit your response early and try to be as specific about your topic of choice as possible in order to stand out from other applications.

Want to get your public speaking feet wet in a smaller forum? Consider reaching out to your local Chamber of Commerce and ask to speak at a monthly meeting, or contact a nearby library to see if you can host a seminar.



JOIN GROUPS OF YOUR PEERS

There's strength in numbers. Joining community groups within your niche not only allows you to share your knowledge and perspective with others, it also opens doors to a wealth of insight from other industry professionals into what is and isn't working at their practices.

Facebook and LinkedIn are great starting places to find such groups. Search for communities in your local region, or in your specific mental health vertical, to get the most applicable advice from other experts on how to best grow your practice.

If you can't find an existing community group in your niche or area, why not create one? Founding a group is an excellent way to gather the leaders within your industry to trade ideas, seek mentorship, share resources, and come together to better help patients. As a founder, you'll also be putting your name — and your practices' name — at the forefront of any discussion.

Some questions to ask as you seek out or consider starting a community group:

- Which people in my industry would I like to learn from?
- How would I like a group to work?
- Would I have weekly meetings?
Free-flowing discussions? Live virtual events? A group chat or text?
- What could we accomplish together?

In addition to shared knowledge and camaraderie, community groups can also provide a great source for referrals.



CREATE HELPFUL AND EDUCATIONAL CONTENT

Content creation is your chance to build a reputation as an authority in your particular field of behavioral health. If your audiences know they can trust you to provide relevant and helpful information, they will keep coming back for more.

There are many content channels to choose from, including blogs, social media accounts, newsletters, emails, podcasts, and YouTube videos. Don't feel like you have to be on every platform. Focus on the one or two that you enjoy the most, that align with your skillsets, and that your target audience uses most frequently.

Blog

[Publish informative and engaging posts](#) that your audience can apply in their daily lives. Blog posts are an excellent way to target niche-specific keywords and drive relevant traffic to your website. Work on optimizing your blog and webpages for

conversions, and more of your visitors will become customers. Your blog can also help generate extra revenue through affiliates or by promoting your services throughout your content. When you consistently publish well-written, highly informative blogs, the potential to scale your practice is extraordinary.

YouTube

Video content is [12x more effective](#) than other types of content when it comes to engaging your audience. YouTube and other video-sharing platforms expand your ability to reach a vast audience as long as your content is compelling, well-produced, and educational.

Many YouTube channels offer a behind-the-scenes glimpse at how a practice operates. Some repurpose blog posts into effective video content, or upload video versions of their podcasts.

Videos help put a face to your practice and allow your audience to get to know you while providing them information they are seeking. Video helps build trust, connection, and credibility in different ways than written content and is worth considering to accelerate your private practice.

Newsletter

Growing an audience through your blog and video content is great, but actually capturing that audience so you can communicate directly with each individual requires one of the most tried-and-tested marketing methods — an email list.

Provide a clear way for your audience to sign up for your emails to build a direct channel to their inbox. When used effectively, newsletters help build patient affinity for you and your work.

For example, over [a series of emails](#), you might direct recipients to your most informative blog articles, let them know of upcoming events you'll be speaking at, and reach out personally to see if they have any questions. Occasionally, send a more direct message letting your audience know how they can sign up for your services.

How often to send a newsletter is up to you. The critical element, as with any content you create, is consistency. It's crucial you stick to a schedule that your audience can learn to anticipate.

Podcast

Podcasting is another incredibly effective tool to put a face, or voice, to your practice. And before you ask: no, podcasting is not a saturated space.

Use a podcast to discuss relevant topics and questions your niche audience may have. Invite other industry experts as guests and use the platform to go deeper with your audience, provide value, and build credibility and trust.

Some important things to consider when starting a podcast:

- Most podcasts never make it past 5 episodes. Before you hit publish, make sure you record several episodes to give yourself a head start.
- Producing a podcast can be time-consuming. Recording, editing, typing out show notes, and promoting new episodes require consistent effort to do well. Make sure you've got the determination and bandwidth to see your schedule through.
- Avoid getting lost in the crowd by making sure your show has a specific premise or angle. Don't be afraid to

narrow your show's niche to provide a unique perspective.

Starting a podcast doesn't have to be expensive. Many successful podcasts have started from simply recording episodes using a phone voice recorder app or through the free GarageBand software for Apple. Episodes can then be published using [Anchor.fm](#), which is a free hosting and publishing platform owned by Spotify.

Our team at The Receptionist has a few years under our belts producing [The FABRIC Podcast](#), which we record in our own in-house studio. We use Riverside.fm to capture high quality remote interviews and we host through Castos, which integrates nicely with our WordPress website.

Here's [a wonderful guide to starting a podcast](#) from Castos.



SOCIAL MEDIA

You've heard it before, and we'll say it again: social media is essential to successfully promoting any business. Love it or hate it, social media is just as crucial as any other digital marketing tool. And creating the right graphics, images, captions, and videos that will help your practice gain followers takes considerable time and effort.

Rather than treating your feed as a place to throw ad copy and random shots of your practice as you think to take them, use your accounts to genuinely help your audience. Let's check out a few steps to marketing your private practice on social media effectively.

Discover Where Your Audience Is

You may already know this, but different demographics have drastically different social media platform preferences. Younger generations may love YouTube, Instagram, and TikTok, whereas older ones might prefer Facebook and Twitter. You may already have a Facebook group you in-

teract with regularly. If you do, roll with it. If you don't, go and find them. Use a tool like [SparkToro](#) for free to do some basic audience research.

To discover where your audience spends time, envision your ideal customer, noting as many details about them as possible, including:

- Age
- Name
- Gender
- The area they live
- Interests
- Goals
- Hopes
- Dreams
- Preferred blogs & social media pages

Marketers call this process 'creating a persona'. It gives you a specific person to market to and tells you where your ideal customer is hanging out online. Visit the pages your target persona likes,

Instagram accounts they follow, and YouTube channels they watch and you have a wealth of information about your audience.

Create Content They Love

Now that you've built your audience persona and know which accounts and channels they already follow, it's time for the fun part — creating content you know they'll love.

Aim to create unique content that catches the attention of your persona and stops them from scrolling past. That means starting with high-quality imagery or video; no grainy pictures or videos with mismatched audio allowed.

Next, provoke their interest further by providing valuable information they can use. Your social media page is not a place to bombard your audience with endless marketing and sales copy; it's a chance to help people and build credibility as a mental health provider.

The key is to provide information that is helpful, but not so comprehensive that they don't need to click through to your website. Try an eye-catching infographic or simple, bold text with an interesting fact or statement that hits your persona emotionally. Don't give away too much straight away; create a cliffhanger effect that will draw your audience in.

They will click through to read more on the topic,

learn about your practice, and maybe even sign up for your email newsletter.

While this seems incredibly simple, driving new business through social media is surprisingly tricky. Attention spans are short in our digital age, and grabbing anyone's focus long enough to get them to stop, read your post, and then click through to your website is a tall order — but not impossible.

When done correctly with attractive graphics, informative copy, and wording that moves your audience emotionally, social media is an excellent marketing method that can build your practice's reputation and convert followers into customers.

Want to create beautiful, eye-catching graphics for your social media but don't have a design degree? Check out [Canva](#), which offers thousands of design resources for free, including all kinds of social media templates you can use as a jumping off point for your own practice's posts.



SUMMARY

Now more than ever, the tools and channels available to help you grow your private practice seem endless. Choosing which methods to invest your time and money in can be overwhelming — especially if you are a new practice just starting out on your own. The key is to start first with the small steps. Tasks like creating a branded email domain and updating your Google Business Profile may seem simple and insignificant, but the impact they have on legitimizing your practice and leveling up your professionalism is huge.

Once you've addressed the fundamentals, you can focus on cultivating and growing your practice beyond the rest. Expand your customer base with marketing backed by research, feedback, and providing genuine value to current and potential clients alike.

As a recap, here are the first things your private practice should get squared away:

- Ditch the paper and move on to EHR software for patient privacy and admin efficiency.
- Create a professional email domain.
- Make your Google Business Profile outstanding: keep the information up-to-date and accurate, and add exciting content to catch eyes.
- Simplify your billing by picking what works for your practice — in-house, outsourced, private pay — and making it seamless.
- Upgrade your check-in process with visitor management software that streamlines your front door experience, eases patient anxiety, and boosts your brand.

Once you've mastered all of the elements that patients come to expect from a modern private practice, you can get creative with your marketing and truly stand out from the crowd. Here are the key take-aways to differentiating your practice from competitors:

- Stay on top of new credentials and qualifications, especially if your practice has a certain niche, and facilitate training for any additional staff.
- Seek out and join peer groups to learn and exchange ideas with practices like yours about what works and what doesn't.
- Collect current patient feedback to both improve services and help build compelling marketing copy that tells a story to your audience.
- Take social media seriously.

From creating incredibly helpful content through videos, blogs, and podcasts to building a relationship through your email list, there are highly effective and mostly low-cost methods at your fingertips to supercharge your practice's growth.

Expanding your digital presence in conjunction with polishing the patient experience is a sure-fire way to get your private practice flourishing in no time at all. Visitor management software like [The Receptionist](#) can help you through mundane front desk tasks like patient intake and arrival notifications, creating a memorable customer experience without the need to hire additional staff or drastically increase your expenditure.

[Watch a quick tour of The Receptionist today](#) and see how our visitor management system can bring your practice's growth to new heights. Discover how our software can streamline processes and create an experience that wows your patients. We can't wait for you to try it out to see what a difference it makes!

