

AIM HIGH

7 Easy Ways to Build Your Hospital's Presence + Reputation

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Your hospital's presence is more than just your image. It's the combination of word of mouth + in-person interaction + online reputation.

Here are 7 easy ways to boost your hospital's presence and stay top-of-mind for pet owners.

A All about you

- First impressions matter. Your website should have an **emotional impact** on pet owners.
- Use images and language to reflect your commitment to pets – that's what you and your clients have in common!
- Your team page is important. **Personalize it** so clients can connect with you in a relatable way.

I Invest in your message

- Focus on what **sets your hospital apart** from the competition.
- Invest in technology that extends your message; "helping pets" means helping pet owners easily communicate with you.
- Take advantage of social media and business registries to attract clients.

M Make content work

- Content is king for a reason. Don't underestimate it.
- Provide **purposeful content** (quick facts, education articles, how-to videos). Tie them to tools that drive action (like an online booking form).

H Help clients adapt

- Our ability to adapt shows our commitment to patient care.
- Share how your hospital is adapting through your communication channels.
- Curbside and virtual appointments are easier for clients to accept **when they know what to expect** for their pet.

I Increase touchpoints

- Pet owners use **various channels** to learn about their pet's health. Take advantage of touchpoints to stay top-of-mind.
- Learn your clients' **preferences for communication**, including method and time of day. It's more effective and efficient for them and your team.


G Give and grow expectations

- Clients have expectations and so do you. Set everyone up for success with clear communication.
- Provide opportunities for pet owners to contact you in a **way that works best for them** AND for hospital efficiency.
- Ensure your communication channels all say the same thing. Review them regularly, especially when hospital processes are changing.

H Hail the easy!

- Clients value convenience. Make "easy" a priority.
- **Review your hospital's services and tools** to ensure you're taking full advantage of them.
- Explore changes that can make your clients' lives and your hospital processes easier. A simple shift from paper forms to online forms might make all the difference.

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