



How to Use Help Desk to Attract More Patients

Your Name

Help us help you! Keep your website current so it reflects the small and large changes in your practice. Our top practices regularly review and update their MedPB websites to attract new patients and make it easier for existing patients to contact them.

Resources:

- [Help Desk FAQ](#)
- [Help Desk Policy](#)

Steps:

1. Every month or at least every other month, make a list of updates needed. See suggestions below.
2. Prioritize the updates based on the potential dollar value to your practice in increased sales. Your friendly Practice Advisor can help here.
3. Pick one person on your team to be responsible for working with MedPB's Help Desk.
4. Submit requests individually to the [Help Desk](#).

Your Goal
How often will you or your designated staff review and update your website?
Have you blocked out time in their schedule to review the site?

Help Desk Checklist

- Update current staff biographies and team photos.
- Add notices of special events for patients to attend.
- Announce special offers or promotions.
- Announce new professional or community awards and recognition.
- Provide the most up-to-date phone numbers, hours, and location photos.
- Make new location pages as you grow into them.
- Update pages as your services change.
- Make new services pages as you extend your capabilities.
- Share recent text or video testimonials showing your patients are the happiest.
- Add regular newsletters and community service reports.
- Weekly edits and changes.

Next Steps

- 1.
- 2.
- 3.