

5 Marketing Tools for New Physicians

Did you know that 3 in 4 patients research a doctor before making an appointment?

If you want to build your practice at Keck Medicine of USC, we can help to raise your profile by creating these assets:



Professional biography

Tell potential patients and referring physicians who you are with a professionally written biography posted on the Keck Medicine of USC website.



Studio headshot

Present your best and latest self. This asset, captured in a studio on the Health Sciences Campus by a Keck Medicine photographer, can complement a variety of marketing and outreach assets.



Video interview

Deliver a personal touch with sight and sound. Clinicians may answer a variety of questions that explain their background, their approach to health care and any other notable details. The short online video appears on a provider's page.



Media relations

Be seen and heard. Our team can work proactively to pitch your accomplishments — including consumer-friendly and clinically impactful published research, ongoing clinical trials or patient success stories — to media outlets of all sizes.



Strategic partnerships

Grow your patient base. Providers with select service lines and programs may partner with a member of the Keck Medicine Provider Business Development team to connect with targeted referring physicians in the community.

How do I get started?

Your clinical department administrator can help you submit a “New Provider Tactics” request with the Marketing, Communications & Provider Business Development teams.

Visit keckmedicine.org/new-physician to get started.

Keck Medicine of **USC**