

Learn How A Child and Family Psychiatry Utilized Telehealth to Help Patients

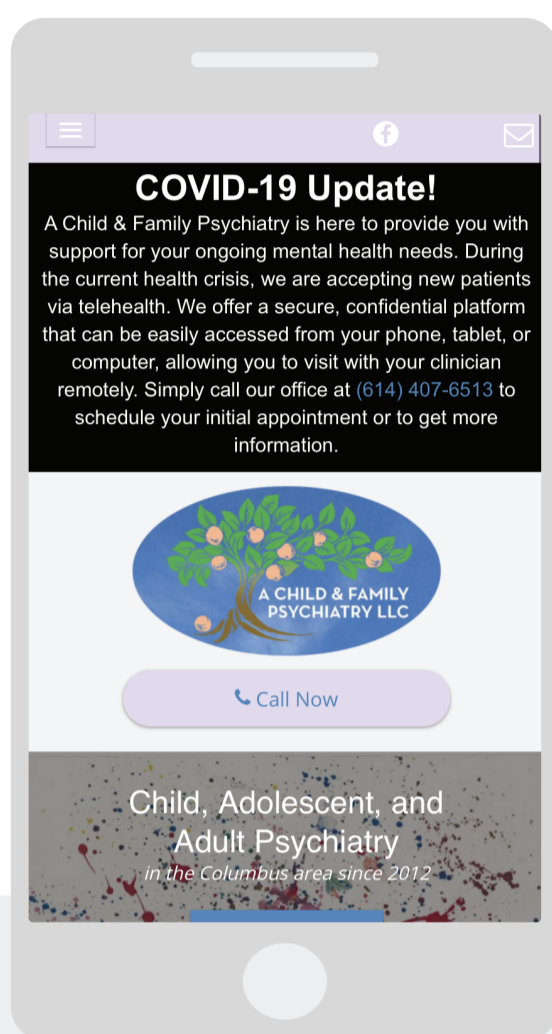


Amanda Fischback
Digital Marketing Consultant

Digital Marketing Works for Medical Offices

In a time of uncertainty, people knew they needed to take cautionary measures by staying home to reduce the spread of COVID-19. However, many patients still needed to visit their doctor or therapist on a regular basis during this shutdown.

To combat this challenge, the team at A Child and Family Psychiatry found a way to provide their services without patients leaving home. Here's how they utilized virtual therapy sessions in combination with digital marketing to assist their patients.



How RevLocal Helped

When Digital Marketing Consultant Amanda Fischback received a call from her client Dr. Sherk during the COVID-19 pandemic, she knew a change in strategy was needed.

While Dr. Sherk's physical office was closed, they decided to offer virtual therapy sessions to support their patients' ongoing mental health needs.

During this time, A Child and Family Psychiatry also decided to accept new patients. With an unknown future ahead, their services were a must-have for the community.

With the help of Amanda and Allyson, A Child and Family Psychiatry's digital marketing strategist, the team got to work on creating a call to action on the business's RevSite explaining the new virtual session option.

Amanda also suggested adding on RevLocal's Brand Expander paid advertising plan to their digital marketing strategy. As more people begin to sit at home to flatten the curve of COVID-19, Dr. Sherk wanted to make sure they were reaching people who could benefit from virtual therapy sessions at this time.

"When COVID-19 started, Dr. Sherk was proactive and reached out because he wanted to reach prospective patients during this pandemic and trusted our feedback on how we could execute this strategy effectively."

- Amanda Fischback

At RevLocal, our team is here to support you and your patients in every situation you encounter. If you're looking for a trusted partner, we have your digital marketing handled.

Things to Think About

As a business in the medical industry, important things to communicate to your patients are:

1. Are you offering in-office appointments or only virtual sessions?
2. Is your office accepting new patients? If so, how do they schedule their first appointment?
3. Have you updated your processes to ensure safety for both patients and employees?
4. Lean on your local community. Can you do something to support them?

