

Orthopaedic marketing strategies in Romania

Like any other medical specialty, orthopaedics needs fresh ideas, thinking and strategies in order to develop and survive on the healthcare market. This strategic thinking applies in the public orthopaedic departments but even more in the private orthopaedic practices.

As far as the private orthopaedic practices are concerned, the managers and their teams must strive to implement effective advertising strategies in order to improve the quality of the services, thus satisfying the needs of the patients, the result being an increase in the revenue.

Orthopaedic marketing strategies basically imply the improvement of patient-centered marketing with the aim of attracting new patients and retaining the already existing ones. This can be easily achieved by optimized digital marketing, which includes paid advertising, medical SEO, and attractive website design. Paid advertising implies that the marketers pay the owner of an ad space in exchange for the use of that space (<https://www.skyword.com/marketing-dictionary/paid-advertising/>). A medical SEO campaign represents an action that the medical websites will implement with the aim of increasing the number of visitors on the website, by increasing the site's visibility. In other words, SEO for medical practices means putting together a SEO strategy that makes the medical website of a private orthopaedics practice and its pages show up high in search engine rankings for keywords that potential patients are searching for – which will generate user traffic without paying for ads (<https://intrepy.com/services/medical-seo-search-engine-optimization/>). Website design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather than software development (<https://www.interaction-design.org/literature/topics/web-design>).

The first step that a manager must take is to consider video recording the orthopaedic surgeons while performing the surgeries, as this method has proven efficient both for the audience and the surgeons themselves because it helps building credibility and improving proficiency, leading to the end-goal of gaining trust in the orthopaedic practice and the services offered.

The second step is the use of automated appointment reminders that are sent to the patients who have made appointments. This method can be considered a win-win situation: for the patients it is a reminder, as generally people often forget about things and not showing on time may lead to potential health risks, and for the managers and orthopaedic doctors it helps them manage and use the time properly.

The third step is the generation of new reviews for locations and providers, this referring to the fact that a high percent of patients often read reviews of orthopaedic practices and the doctors or rely on the word-of-mouth recommendations before making an appointment.

The next step, the fourth, is represented by the advertising with Google Ads, which is crucial in the process of attracting new patients and highly-qualified surgeons, because this method

implies a very good online visibility. Moreover, advertising with Google Ads is superior to social media (Facebook, Twitter, Instagram) when it comes to visibility and reputation of the orthopaedic practices.

The promotion of the orthopedic practice is considered the next step, which implies the publishing of a guest post or column on an important and visible website to ensure authority and grow the search traffic.

In conclusion, these are the most important five steps that can be applied to improve the orthopaedic marketing strategies in Romania. It is true that there can be more than five steps, but not all of them can be applied on the market in Romania, some, such as geofencing for orthopaedic advertising, are specific for different countries, the U.S., in this case. We are confident that in a couple of years more steps will be developed and better results will be achieved by the orthopaedic private practices in Romania.

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