

What GPs want!

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While advertising and marketing communications help build brands and position programs, it is doctor recommendations that still generate the greatest influence on referrals. Great practices are built around systems that foster client retention, build expert status and generate referrals. From an allied health perspective, we have two levels of 'customers' – our clients, and our referrers. Often, however, our referral sources are busy. It is incorrect to assume they will remember us after a single contact. There are many allied health practitioners who feel there is a great disconnect with their attempts to become known to their local GPs. Why does this exist? Is it because what we feel are great ways to market, are not the ways GPs want to hear from us? Is it because the messages we are providing to them are not helpful? Is it because we can't get past the reception desk? Should we continue our efforts as allied health practitioners to market to GPs – we sure should! This paper will cover the latest literature in what GPs want from the allied health industry, and the latest figures that indicate GPs referral patterns to allied health highlighting the importance of all allied health service providers to marketing themselves appropriately to one of our greatest referral sources here in Australia.