

# Using AI to Promote Your Private Practice Footfalls and Revenues by Smart Marketing

Strategies for General Private Practice in South Africa 2024

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# 1. Understanding Your Target Patient Audience

- Use AI Tools for Patient Data Analysis
- Segment Audience Based on Demographics and Preferences
- Tailor Marketing Messages to Specific Patient Groups

## Case Study:

*Marziye Najafi*

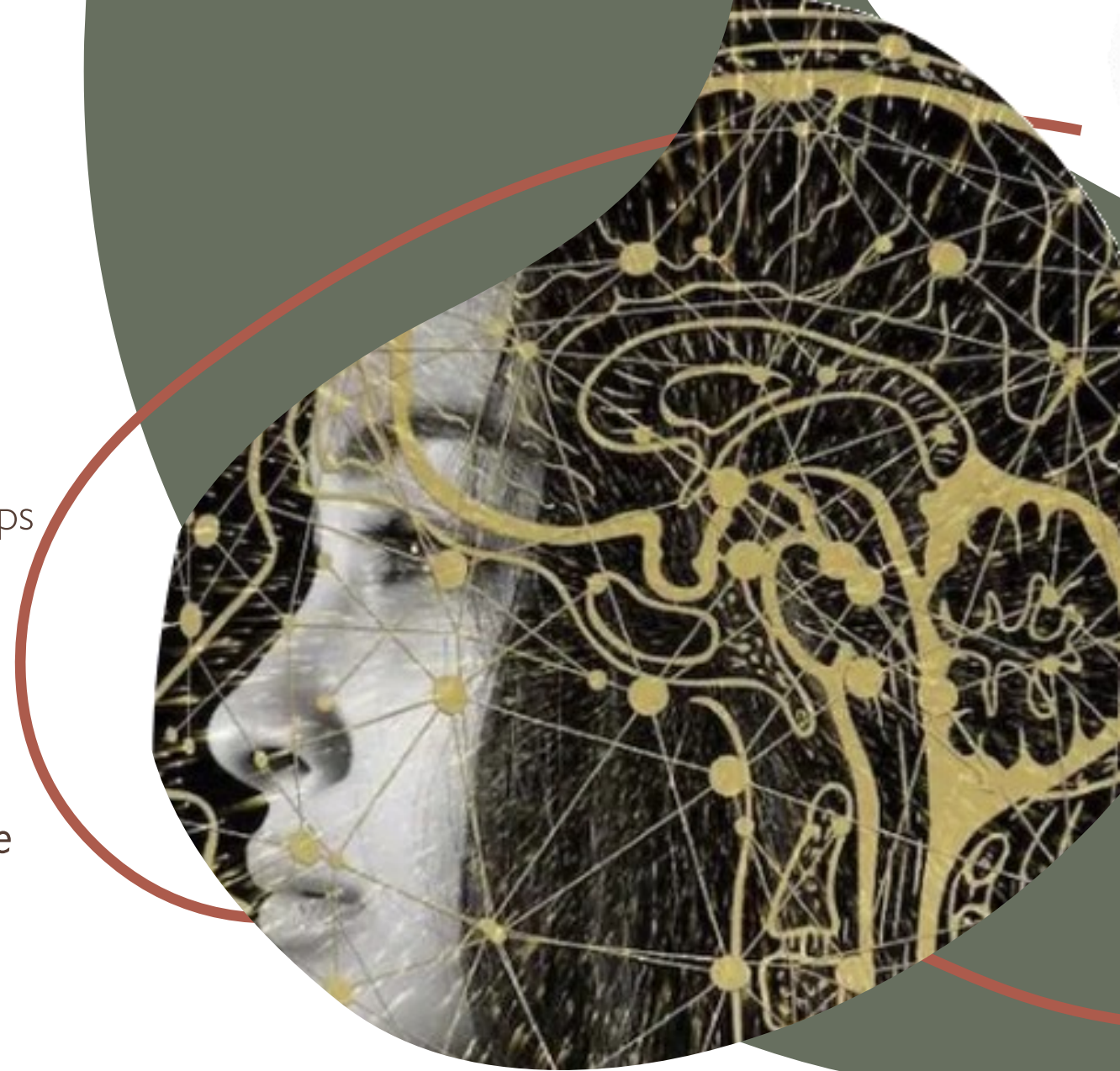
<https://orcid.org/0000-0002-5445-2235>

## Reference:

*A Review of the Role of Artificial Intelligence in Healthcare*

*Journal of Personalized Medicine* 13(6):951 DOI:

[10.3390/jpm13060951](https://doi.org/10.3390/jpm13060951)



## 2. AI-Powered Targeted Marketing

- Use AI Platforms for Precise Targeting of Practice Marketing
- Create Personalised Campaigns Based on Sample Patient Responses to Marketing
- Monitor & Optimise Sales Performance in Real-Time

### Case Study:

<https://www.linkedin.com/pulse/how-ai-technologies-fueling-digital-marketing-growth-wright>

### Reference:

*Revolutionizing Healthcare: the Role of Artificial Intelligence in Clinical Practice*

*Shuroug A. Alowais, et al [BMC Medical Education](#) Volume 23, Article Number: 689 (2023)*

# 3. Enhancing Patient Engagement with Chatbots

- Use AI Tools for Patient Data Analysis
- Segment Audience Based on Demographics and Preferences
- Tailor Your Marketing Messages to Specific Patient Groups

## Case Study:

*Tools to Enhance Patient Experience*

*Will O'Connor, MD February 5th 2024*

<https://www.physicianspractice.com/view/tools-to-enhance-patient-experience>

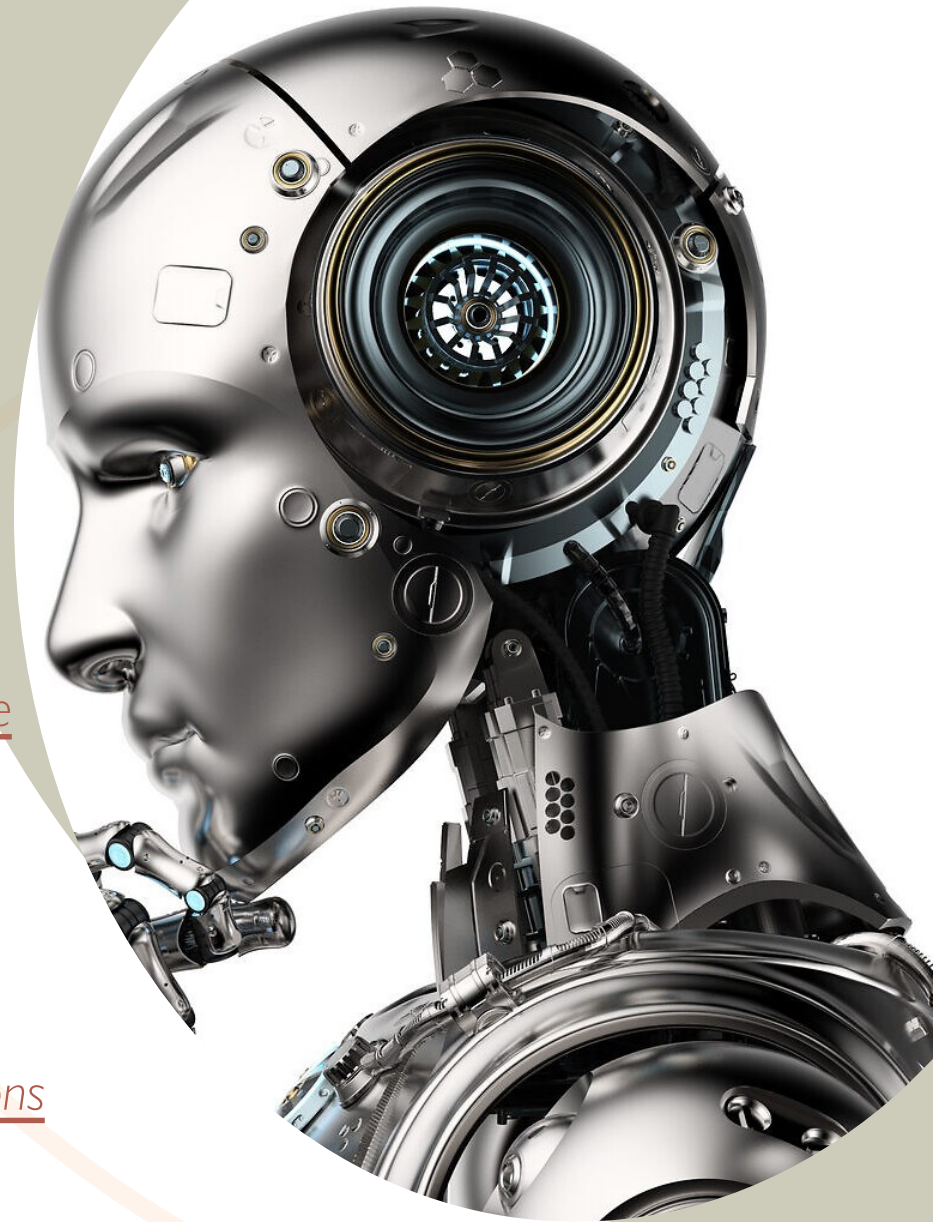
## Reference:

*Intelligence in Healthcare: 2021 Year in Review*

*Mathur, Piyush et al*

10.13140/RG.2.2.25350.24645/1

<https://www.physicianspractice.com/topic/patient-engagement-communications>



# 4. Implementing AI-Driven CRM Systems

- Use AI-driven CRM Software for Managing Patient Interaction
- Automate Follow-up Communications Based on Patient History
- Personalise Communication to Enhance Patient Experience

## Case Study:

Yahia Baashar

*Customer Relationship Management Systems (CRMS) in the Healthcare Environment: A Systematic Literature Review*

*Computer Standards & Interfaces*

2020 Aug; 71: 103442. Published online 2020 Apr  
10. doi: [10.1016/j.csi.2020.103442](https://doi.org/10.1016/j.csi.2020.103442)

## Reference:

*Sima Magatief et al The Impact of Electronic Customer Relationship Management Strategies on Customer Loyalty: A Mediated Model*  
[\*Journal of Open Innovation: Technology, Market, and Complexity\*](#)  
Volume 9, Issue 4, December 2023, 100149



# 5. Leveraging Social Media for Marketing to Patients

- Use AI Analytics to Track Social Media Engagement
- Create Compelling Content Tailored to Target Patient Audiences
- Engage with Patients Through Comments and Messages

## Case Study:

Kelley Bassett

*How to Get More New Patients Using Social Media*

<https://www.diamond-group.co/blog/>

Posted on November 14, 2021

## Reference:

Nugzar Todua et Al

*The Role of Social Media in Healthcare Marketing*

January 2024

DOI: [10.4018/979-8-3693-0679-6.ch002](https://doi.org/10.4018/979-8-3693-0679-6.ch002)

In book: *Modern Healthcare Marketing in the Digital Era* (pp.26-41) Chapter: 2

Publisher: IGI Global

# 6. Offering Incentives & Loyalty Programs

- Identify and Reward Loyal Patients with Exclusive Incentives
- Implement Referral Programs to Encourage Patient Advocacy
- Provide Discounts for Social Media Engagement

## Case Studies:

Anna Dawal

*Healthcare Loyalty Programs: How to Maximize Patient Experience & Benefits in 2024*

<https://www.diamond-group.co/blog/how-to-get-more-patients-using-social-media>

Patel, D. et al. (Discovery Vitality/UCT study from SA)  
*Effectiveness of Incentive Programs in Healthcare Marketing*  
*Am J Health Promotion* 2011 25 (5) 341-8  
Doi:10.4278/ajhp.100603-QUAN-192,





# 7. Monitoring & Optimisation of AI-Driven Practice Marketing

- Analyse Marketing Performance Metrics Using AI Tools (Google Analytics)
- Identify Areas for Improvement and Refinement
- Stay Updated with Industry Trends and New AI Technologies

## Case Study:

<https://www.semantica.co.za/maximising-roi-with-data-driven-marketing-strategies/>

## Reference:

[Smith & Jones Webinar] 2023

Healthcare Marketing Trend: Leveraging Growth Marketing

<https://www.slideshare.net/OveritMedia1/2023-healthcare-marketing-trend-leveraging-growth-marketing>

# 8. Compliance & Ethics

Emphasise Adherence to HPCSA Guidelines for Ethical Marketing

Train Staff on Regulatory Compliance and Patient Privacy (POPIA)

Conduct Regular Practice Audits to Ensure Compliance & Quality Outcomes

Reference:

- *Health Professions Council of South Africa (HPCSA) Guidelines on Ethical Advertising in Healthcare.*

# 9. Be aware of some pitfalls and dangers of using AI in healthcare

1. AI has no conscience, ethics, professional or moral values . AI does not know right from wrong
2. AI has inbuilt prejudices or biases based on the data and inputs given by its creators, coders and programmers
3. When you use AI you are teaching it and it is learning from you. Don't tell AI your secrets, patents or ideas!
4. AI (like ChatGPT) is a commercial product designed to make money and so it tries to please you
5. Most AI databases are old 2021/2022
6. AI cannot read semantically or search for references, citations or key words within a website
7. GIGO. The answers you get are only as good as the prompts (inputs) you give
8. AI will try to please you with fake references or data
9. AI's legal responsibility still has to be tested in courts (Google maps ,SA Tourist murders in Langa)
10. AI has no ethical or moral responsibility –The use to which you put AI-derived outputs, data and references is always YOUR- the doctor's responsibility.

# 10. Summary:

## Medical uses of Chat GPT in your practice

1. **Remote management of patients** by developing virtual assistants to book appointments, help patients receive treatments, and manage their health information.
2. **Clinical decision support** by providing real-time, evidence-based recommendations such as flagging potential drug, drug-lab interactions, suggesting treatment options for a specific condition, and providing relevant clinical guidelines.
3. **Medical record-keeping to facilitate** medical notes, filling in EMR, generating standard referral and discharge letters,
4. **Medical translation**
5. **Develop more accurate and reliable symptom checkers** that could provide more fine-tuned guidance on the next steps.
6. ChatGPT also has the potential to **enhance medical education**, giving users, healthcare professionals and students instant access to the medical information and resources needed to support their ongoing professional development.

# 11. Conclusions

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## RECAP

You too can use free and powerful AI tools to enhance your practice

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## HIGHLIGHT

AI has great potential to ethically boost practice footfalls and revenues in YOUR practice

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## ENCOURAGE

Practitioners should embrace AI Innovation while prioritising patient trust and experience

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## REFERENCES

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*Ethical implications of AI and robotics in healthcare: A review*

*InformationMedicine [102\(50\):p e36671, December 15, 2023.](#) | DOI: 10.1097/MD.00000000000036671*

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# Thank you

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