

Patients Use Google For A Doctor Reference Check

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There are no longer any doubts if patients Google their doctors. Social media, your website, and Google are parts of virtually every patient's search for a doctor. Google is a reference check and has become the most important tool to establish sufficient level of trust for an appointment to be scheduled.

I recently published 12 case studies where doctors' reputations were improved with mobile technology and the impact they made on the goals of their practices. Here are the three most important pieces of information new patients are looking for that impact the success of your practice.

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