



# 8 Steps to Build Patient Trust and Increase ROI for your Healthcare Company

1. **Get a handle on where new patients are coming from.** Use [Call Tracking](#) and [Form Tracking](#) to understand precisely how incoming patients reach your practice. Never ask “How did you hear about us?” again. CallRail identifies your top-performing marketing tactics so you can double down on them going forward.
2. **Optimize your Google Business Profile:** Ensure the information is correct, up-to-date, and as extensive as possible. Include recent photos and respond to reviews – show you care about your patients. Use a [call tracking number](#) to measure and manage incoming patients from your Business Profile.
3. **Audit PPC campaigns:** Pay-Per-Click should not be a money pit. Constantly monitor, analyze, and optimize your campaigns. Pinpoint which keywords are top performers for your practice. Or, reverse engineer the process: use [Call Transcripts](#) to discover how your patients speak and incorporate this language into your paid ads.
4. **Create engaging landing pages:** You have about 8 seconds to grab a visitor’s attention when they visit your landing page. Learn what callers care about by analyzing your [Call Highlights Reports](#), identifying their pain points and learning how your practice can help. Create clear, compelling landing page messaging based on these insights.





5. **Invest in high-quality content:** Show prospective patients that your practice knows what it's talking about. Create content, like social media posts, blogs, or guides, that delves into consumer pain points, presents solutions, and positions your healthcare practitioners as the experts they are.
6. **Embrace the power of social media:** Social media allows your practice to engage with patients publicly, answer FAQs and build a reputation as a trusted expert. Try different channels to see which are most effective. Your target audience might prefer Instagram, Facebook, Quora, or Reddit — so test the waters before working out which channel is right for your practice.
7. **Use insights from everyday conversations to identify opportunity:** [Conversation Intelligence](#) helps you tag and prioritize prospective patients. For example, if someone uses the phrase “schedule an appointment” or “urgent”, they warrant immediate attention.
8. **Implement smart call handling to connect with more leads:** [Call Routing](#), a Call Tracking feature, instantly connects callers with the best-trained (and currently available) representatives — improving efficiency and providing a smooth customer experience.

## Try Call Tracking For Free



to see how it can  
improve marketing  
ROI for your  
healthcare practice.