

How to Create Your New Patient Welcome Video

Welcoming and Preparing New Patients is Easy with Video

When a new patient decides to come into your practice, you can ease their path into the office by helping them understand what to expect on their first visit. A great video worth including in your communications plan is an introduction to their doctor. A short video where the doctor explains what happens on the first visit will help build rapport with the doctor before the patient ever enters the office. This will also introduce the patient to the doctor prior to the appointment, building that connection and helping them feel comfortable when they arrive.



Content suggestions.

- 1. The doctor's time to shine.** Because we are establishing a rapport with the patient, it's a great idea to have the doctor do the welcome video.
- 2. Introduce yourself.** Say who you are, and your role at the practice. Introduce the practice as well, saying a few of your practice's main talking points. For example, "I'm Dr. X of Dr. X and Associates, the top-rated practice in the [X] area. We've been around for X years, and people come here for X, X, and X."
- 3. Explain the basics of the first visit.** Tell what will happen on the first visit. Start with the moment they walk through the door, and give the basic steps of a first visit. Patients are wondering: Who will I meet? What will I do? In what order will things happen? You can ease their way through this first visit by giving them a general step-by-step overview.
- 4. Remind what to bring.** If this is consistent among all new patients, remind the patients what to bring to their first visit.
- 5. Close out with a welcome.** Thank the patients for the visit in advance, and let the patients know you are looking forward to meeting them.