



## 5 Ways to Start Expanding Your Healthcare Practice Today

*This is an extra resource to go along with the original article:*  
[Building a scalable healthcare practice](#)

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Looking to grow and expand your practice ASAP? Here are 5 tips to help you start expanding your healthcare practice today.

### 1. Marketing

Market your practice on social media. Use digital advertising. Send email campaigns. Optimize your website for SEO. People are always looking for healthcare practices on Google—make sure you’ve got a strong online presence!

### 2. Encourage referrals

For healthcare practices, perhaps the strongest source of growth is word-of-mouth referrals. Encourage your patients to share the good news with others...and offer discounts for friends and family.

### 3. Host events

Events can be a great way to reach out to your community and establish an excellent reputation. Host a “dinner with the docs” or “free care” day, and you’re sure to gain some new patients.

### 4. Use electronic forms

Using electronic forms allows you to take on new patients without significantly increasing administrative burden. This will help you grow quickly, without hiring new staff.

### 5. Start a video channel

Create your own videos to establish your credibility, and offer prospective patients valuable new knowledge.