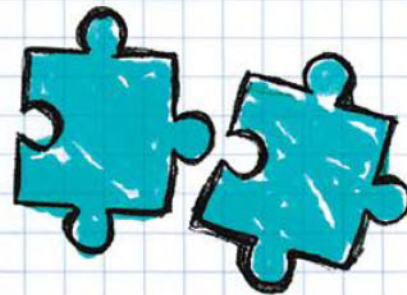
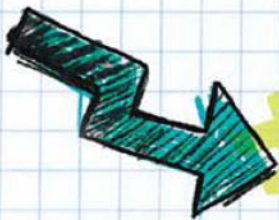


The Challenge
of Ethical
Behavior



OPERATIONS MANAGEMENT

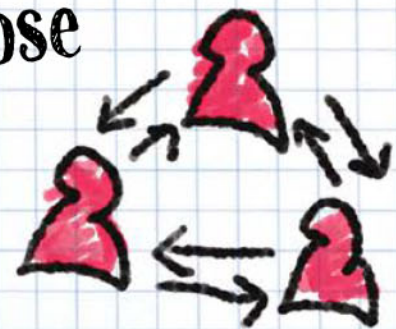
AND Human Resources



Succession
Planning and
Replacement
Planning



Operationalizing
the Smart Dose
Standard



▶ On the Move

BY KIM KELLEY, FRBMA

Moving. I've maintained the mindset that it's an opportunity to start fresh in many ways, but let's face it, it can be really rough at times. You want the entire process to go smoothly. You need it to be a success to create a sense of stability for your referring public, patients, and staff, but you are at the mercy of so many variables. The contractor will have his timeline, telecommunications and IT will have theirs, then there's coordinating the movers, new building signage, and disseminating your marketing message through various channels while trying to predict how fast that message will take hold so that no one gets left in the dust. If any one of those pieces is thrown off schedule, the entire move can be delayed.

I've encountered a few practices recently that are moving for one reason or another—a merger, bad lease, or expanding to offer new services in a newly remodeled location. They are all having the same experience trying to coordinate all of the pieces so that everything happens on time.

While I can't necessarily help with contractor issues, I can help with how best to market your upcoming move so that you'll be left with a success story on your hands.

Start packing

Once your relocation date has been identified, work backwards to create a strategy and a timeline for when each of your marketing initiatives will need attention. You'll need to coordinate time with your graphic designer, website developer, printer, community leaders, the person or company that is managing your social media presence, and of course, allow time for your marketing staff to roll out your relocation announcement.

Mark the boxes

Moving is the perfect time and the perfect excuse to reach out to your existing customers to tell them about your move and promote the upcoming changes. Your messaging should be positive and focused on the growth and improvements that are about to be offered. Take this opportunity to create solid messaging and some new collateral with new imagery and make a big deal out of your move. Some examples include placards for your current waiting room, a flier for referring offices, direct mail to your patient database, and a brochure for both referrers and patients, along with a promotional item such as a seed packet or a magnet for their refrigerator with your new address. Remember to get new business cards and drop a press release. If your logo is dated, this is the time to consider an update or complete rebrand.

Call the movers

Do not be cheap where it matters. Your audience is online and you need your announcement to be out in the open where they can see it. If your website needs an overhaul, consider having a new one designed and developed. It would not be wise to make a big deal of your changes and improvements but let your old, outdated website continue to represent your business. Create a specific landing page that contains your relocation announcement and pictures of the different stages of the move. Get on social media and update your profiles with new graphics and post frequently. Remember, specifically on Facebook, the news people see in their newsfeeds is highly regulated and not many people are visiting your actual page to get your updates. Creating an ad or boosting your announcement posts is an excellent way to reach your very specific audience for very little money. And here's a good idea: modify your email signature to contain your announcement. Think about how many emails you send in a day and how many people will see your message.

Your new address

Often overlooked is the need to submit changes to Google, Bing, Mapquest, and Apple Maps to ensure your search engine and map pin are also updated. Your Healthgrades listings will also need to be updated as will online ratings and review sites such as Yelp. If you participate with reputable directories, make sure they get the information too.

Get the duct tape

There are times when no matter how much planning and coordinating you do, something will go wrong. If you have a solid strategy in place from the get-go, there's a good chance you'll recover easily and move past the challenges.

Throw a party

Every successful move needs a grand opening celebration to make it official. Invite your customers and community leaders to experience your new location. Celebrate because you did it, and you did it well!



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is the principal and creative director of Ali`i Marketing & Design. She has worked in marketing, advertising, graphic design, and social media for over 20 years. She is a fellow of the RBMA and is the recipient of the Special Recognition Award for her work in rebranding the RBMA. Kim can be reached at (970) 800-3678 or kim@alidesign.com.