



# The Rx Growth Strategy Builder

## Marketing Guide For Doctors

3 Stage Medical Marketing Strategy Builder that will help you create the most **clear** and **actionable** patient growth plan for your practice.

01

### Diagnosis Stage

- Studying Your Patient Base
- Achieving Practice-Patient Fit
- Setting "Treatment" Expectations

02

### Procedure Stage

- Brand Modalities
- Budget Dosage
- Digital Pulse Tracking

03

### Protocol Stage

- Google SEO Protocol
- Google Ads Protocol
- Instagram/LinkedIn Protocol

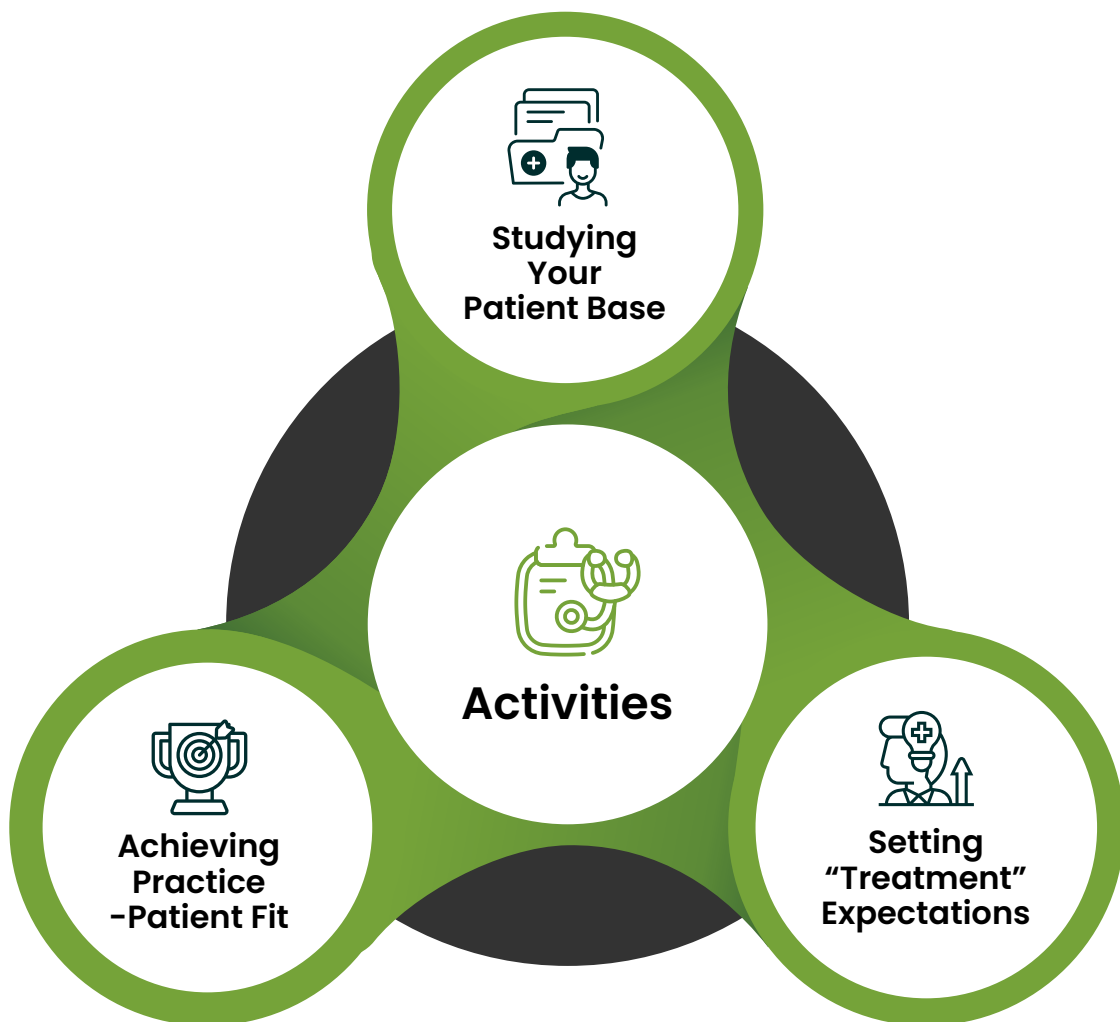




# Diagnosis Stage

## Assess your current marketing **health**

**Action** → Measure current performance, compare to peers, and identify where your marketing “symptoms” lie—just like diagnosing patient issues.



### Important Note:

You will find the editable sections prefilled with some preview answers, which are only meant to guide you and not intended to be your answers. Please delete all preview answers and insert your own.

## Studying Your Patient Base

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Learn who your patients are, what they need, and how they find care—akin to reviewing patient charts.

### 1.1.1 Patient Persona

*This persona builder will push you to understand your patient base better. You can create different personas for different treatment categories you have, naming them PB1, PB2, etc.*

**Who they are**

**Demographic**

**Psychographic**

**Economic**

**Need-based**  
(key problems)



### 1.1.2 Patient Journeys

*Here, you need to dig deeper and understand your ideal patient's full discovery cycle. Try and answer these journey steps in as detail as possible.*

#### 1: Problem recognition

(when/where do they have the health problem you want to treat?)

#### 2: Information search

(where can they research or discover about your treatments?)

#### 3: Evaluating alternatives

(How do they evaluate alternatives to your treatments/practice?)

#### 4: Decision role

(What is their role in the treatment? An initiator, influencer, decision maker, payer, or patient itself?)

#### 5: Post treatment behavior

(what do they usually expect after visiting a doctor or getting treated?)

### 1.1.3 Patient Funnels

Here, you will compare your patient persona to their journeys and figure out what would be the best possible channels and content formats to reach them based on where they are in the following funnel stages. Try and list down all the possible channels irrespective of your experience and resources to cover every patient touchpoint. (We have mentioned the most popular touchpoints and content formats as examples which you can replace.)

Stages	Potential Touchpoints	Content Formats
Awareness		
Interest		
Desire		
Action		
Post-Action		

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## Get the Full Guide

From The Most Experienced  
Healthcare Marketing Agency  
in the UAE

**This is only a sample of the 30-Page extensive patient growth marketing strategy builder document.**

Get the full Plan Document which will help you:

- ✓ **Complete Clarity:** Each and every step of building the right marketing plan explained in detail with Guidelines, Examples, and more
- ✓ **Immediate Action:** Start mapping your 30, 60, and 90-day marketing roadmap in Minutes with our guide.
- ✓ **Personalized Support:** Book a strategy call for only AED 499 and get one-on-one guidance from our top Marketing Expert.

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