

## How to use technology and marketing to become superstars and win back our patients from Dr. Google - business model and case study

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We as physicians pride ourselves on thinking that not even the most advanced technologies, such as artificial intelligence, will ever be a substitute for the humanly doctor-patient relationship. Nevertheless, phone applications like Siri, robots such as Sophie and Dr. Google succeed with ease in gaining something that we struggle to obtain: trust.

Back in the day, the medical profession had self-implied authority. This has decreased over the years, leading to low compliancy, excessive or delayed medical visits. It is not just doctors who blame technology and especially social media for these phenomena. But in reality, aren't all of those markers of a faulty medical care system? And aren't we, physicians, the backbone of the system is us?

Therefore, the change has to begin with us. We have to find ways to win back patients from Dr. Google, and for this we need to think out of the box. We need to look and learn from other people who gain instant irrefutable trust: influencers.

Branding experts know: people love superstars! They love to "see" others show off what they can do and how they act. People instinctively compare values and attitudes and associate with the one or the other superstar. With doctors, patients do this when reading reviews, but reviews lack objectivity and thus can lead to disappointment when the encounter does not hold up to the expectation. Are patients looking for empathy, humor, blunt objectivity?

Using social media, doctors can get in front of their patients in seconds. Their personality will shine through the photos they post, the wording they use and the videos they make. Using the marketing principle "turn strangers into friends and friends into clients", in this case patients, this strategy builds up instant trust and lowers the anxiety associated with a

medical visit. Whether we agree with it or not, modern medicine has turned into a friendship business.

I tested out this theory and learned through trial and error. When I started my online charity medical consultancy in Romania, while working from Germany, my plan was to deliver raw scientific information. The engagement was low, until I changed my strategy. I let my personality flow in every content I posted and soon enough I was getting praise from my followers, 5-star recommendations, requests that they come join my practice. My reach is hundreds of thousands and I am still a resident in my last year. The possibilities for my future career are endless, but what I most excited about is the positive impact I will have on universal health.

To sum up, the best ways physicians can win back their patients from Dr. Google is to use the same techniques. Dear doctor, get online and be that person who delivers not only medical content, but also human connection. Make that nervous first trip to the doctor as short and safe as possible through a phone screen. Built instant trust using your personality and let the patient choose you. Be what you know a doctor truly is: a superstar!

Google LLC is an American worldwide innovation organization that represents considerable authority in Internet-related administrations and items, which incorporate web based promoting advancements, a web index, distributed computing, programming, and equipment. It is viewed as one of the Big Four innovation organizations close by Amazon, Apple, and Microsoft.

The organization's quick development since fuse has set off a chain of items, acquisitions, and associations past Google's center web search tool (Google Search). It offers administrations intended for work

and efficiency (Google Docs, Google Sheets, and Google Slides), email (Gmail), booking and time the board (Google Calendar), distributed storage (Google Drive), texting and video visit (Duo, Hangouts, Meet), language interpretation (Google Translate), mapping and route (Google Maps, Waze, Google Earth, Street View), video sharing (YouTube), note-taking (Google Keep), and photograph arranging and altering (Google Photos). The organization drives the improvement of the Android portable working framework, the Google Chrome internet browser, and Chrome OS, a lightweight working framework dependent on the Chrome program. Google has moved progressively into equipment; from 2010 to 2015, it cooperated with significant gadgets makers in the creation of its Nexus gadgets, and it discharged various equipment items in October 2016, including the Google Pixel cell phone, Google Home brilliant speaker, Google Wifi work remote switch, and Google Daydream computer generated reality headset. Google has additionally explored different avenues regarding turning into an Internet bearer (Google Fiber, Google Fi, and Google Station).

Google.com is the most visited site in the world. Several other Google benefits likewise figure in the best 100 most visited sites, including YouTube and Blogger. Google was the most important brand on the planet in 2017 (outperformed by Amazon), yet has gotten huge analysis including issues, for example,

protection concerns, charge evasion, antitrust, oversight, and search nonpartisanship.

#### **BIOGRAPHY:**

Dr. Laura Götz graduated medical university in Cluj-Napoca, Romania, and is a gynecology resident in her last year of training in Germany. She is the owner of three different businesses, which allow her to contribute daily to her vision of helping women lead healthy and happy lives. Her original focus was on infertility and even published a number of scientific papers, till her passion shifted to public health. Working with women made her realize the desperate need for the medical system to go back to its roots and tend to quintessential yet neglected doctor-patient relationship, which has stranded over the years. Her online platform Women from A to Z provides free medical advice for hundreds of thousands in her native country of Romania. Women who are going through a life crisis or suffer from psychosomatic illnesses benefit from her coaching method, which will be detailed in a book launching end of 2020. Her coaching newly expanded to other medical professionals, interested in building up their own medical platform. Having established her own publishing agency, Laura has two other books on women's health in the pipeline for the years to come.