

A FIELD GUIDE FOR DPC PHYSICIANS

Foundations & *Fast Wins*

The first marketing moves for a DPC practice, in five lessons you can work through in an afternoon.

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WELCOME

Marketing as *service*, not selling.

If "marketing" makes you cringe, you're not alone. Most DPC physicians I talk to want their work to be found. They just don't want to feel salesy about how.

Here's the reframe this guide is built on: ethical marketing is service. It helps the right patients discover you, understand how you actually practice, and take a real next step. When it's done well, it sounds like a clinician explaining something rather than a brand selling something.

What follows is the foundation. Five lessons, each pointing at one specific deliverable you can complete today, this week, or this month. Every section produces an actual asset: a saved reply library, a value paragraph live on your profiles, a complete Google Business Profile, a working web page, a logged outreach plan.

If you're getting ready to open, this is the order to work in. If you're already practicing and your marketing is wobbly, this is the order to fix it in.

Plan on two to three hours total. You don't need an agency, an ad budget, or a fancy stack. A Google account, your website editor, a phone for photos, and Canva for visuals will cover everything in here.

HOW THIS GUIDE WORKS

Each lesson has the same rhythm: a short reframe, the specific moves to make, a copy-and-paste activity, and a deliverable to finish before moving on. Each piece reinforces the next, so try to do them in order.

You can read through in one sitting or work lesson-by-lesson across a week. Either way, the point is to end each section with a real artifact rather than a page of notes.

LESSON ONE

Mindset & *ethics* for physicians.

On public channels (Google reviews, Facebook, Instagram, anywhere patients can see) you never include or confirm protected health information. Replies stay generic. Sensitive conversations move offline. Written consent is required for any identifiable testimonial or photo.

That's the whole HIPAA layer for marketing. Most physicians overcomplicate this because they're used to clinical-grade documentation. For marketing, the rule is simpler: assume the public can read everything you write, and treat it accordingly.

RISKY VS. SAFE: A QUICK EXAMPLE

Risky: "Glad your pneumonia cleared after your visit on 5/12!"

Safe: "Thanks for sharing your feedback. We value patient privacy. Please call us at (555) 123-4567 so we can help."

One confirms identity, condition, and visit date. The other moves the conversation offline without disclosing anything, which is the pattern you want for every public reply.

ACTIVITY 10-15 MIN

Build your HIPAA-safe reply library. Save these four templates as phone snippets or pinned notes so your team can paste them without thinking.

POSITIVE REVIEW

"Thank you for your kind words. We're committed to your privacy and don't discuss care details online. If you'd like to talk further, please call us at (____) ____-____."

NEUTRAL OR MIXED REVIEW

"Thanks for the feedback. We take concerns seriously and protect patient privacy. Please reach us at (____) ____-____ so we can address this directly."

NEGATIVE REVIEW (UNKNOWN POSTER)

"We're sorry to hear this. For privacy, we can't confirm any relationship or discuss details here. Please call (____) ____ - ____ and we'll help right away."

GENERAL MENTION ON SOCIAL

"We're happy to help and keep all care conversations private. Please send us a DM with your phone number or call (____) ____ - ____."

DELIVERABLE

Your HIPAA-safe reply library, saved where your team can find it.

Done-check: No PHI. No dates or diagnoses. No confirming patient status. A clear offline path in every reply.

Common mistakes to avoid: debating in public, apologizing for specific treatments, hinting at medical details, or offering rewards for reviews.

LESSON TWO

Your one-paragraph *value message*.

Patients decide in seconds. If your message is vague (something like "comprehensive primary care"), they keep scrolling. Clarity is the conversion lever, not design.

You need a three-sentence message you can paste into your website, your Google Business Profile, and your social bios. Same paragraph everywhere. The repetition is what builds recognition.

THE THREE-SENTENCE FORMULA

1. Who you help + core outcome. "We help [who] get [result]."
2. How you work + what to expect. "With [approach], you get [benefit]."
3. What makes you different + next step. "We're different because [proof]. [CTA]."

EXAMPLE

"We help busy families get same-week primary care with transparent pricing. With longer visits and direct access, you get unhurried care and quick answers. We're membership-based and insurance-free. Book a free consult to see if it's a fit."

ACTIVITY 10-20 MIN

Write your three sentences using the formula. Replace bracketed parts with specifics: not "primary care" but "membership primary care for young families." Not "great communication" but "text access for after-hours questions." Paste the final paragraph into your website "About," your GBP "From the business," and your social bios.

DELIVERABLE

One value paragraph live in three places.

Done-check: Specific audience named. Plain-English benefit, not jargon. One clear CTA: "Book," "Join," or "Call."

Common mistakes: jargon, laundry lists of services, multiple competing CTAs, or burying the benefit behind a mission statement.

LESSON THREE

"Findability" *quick start.*

Most new patients start on Google. A complete, active Google Business Profile is the best free marketing asset a DPC practice has. It drives calls, directions, and bookings without spending anything on ads.

You can complete this today. Two to three hours total. After it's done, you maintain it with about ten minutes a week.

STEP BY STEP

- Claim and complete your GBP. Search your practice name on Google → "Own this business?"
- Match your NAP exactly. Name, address with suite, phone, website: identical across your site, GBP, and Facebook.
- Choose the right primary category. "Primary care physician" or your specialty. Add specific services: same-day visits, telemedicine, annual physicals.
- Upload five photos to start. Exterior, lobby, exam room, clinician headshot, team (if everyone consents).
- Seed five FAQs in the Q&A section. Cover what patients actually ask: pricing, membership, insurance, after-hours access.
- Create a review link. In GBP "Ask for reviews" → copy the link or QR code.
- Add UTM parameters to your buttons. Append tracking to the "Website" and "Appointments" buttons so analytics shows which clicks came from Google.
- Post once a week. Simple updates: "Accepting new patients," seasonal reminders, school form availability.

REVIEW REQUEST TEMPLATES

EMAIL

Subject: Quick favor

"Hi [First Name], it was a pleasure seeing you. If you're comfortable, would you share a brief Google review? It helps neighbors find us. Here's the link: [review link]. Thank you for your support!"

SMS (≤160 CHARS)

"Thanks for visiting [Practice]. A quick review helps others find us: [short review link]. We appreciate you!"

ACTIVITY 20–30 MIN

Complete your GBP profile. Upload five photos. Add five FAQs. Send ten review requests using the templates above.

DELIVERABLE

A complete Google Business Profile with live photos, FAQs, and a running review workflow.

Done-check: Correct primary category. Exact-match NAP. Five photos. Five FAQs. Ten review requests sent. UTM's added to website and appointment buttons.

Common mistakes: wrong primary category (this is the single biggest local SEO error), inconsistent address formatting (suite numbers especially), missing or incorrect hours, or keyword-stuffing the business name.

A *minimal website* that works.

A clean, fast, mobile-friendly page outperforms a designer site for one reason: patients need clarity, not flourishes. The page that converts is the one that answers three questions in the first ten seconds: who you are, what you offer, and what to do next.

WHAT THE PAGE NEEDS

- Hero section. One-line promise. One primary CTA. Example: "Same-week primary care with transparent pricing. Book a free consult."
- How it works in three steps. "Join → Schedule → Text or visit when you need us."
- Pricing or coverage. Either list memberships and services, or show how to inquire. Vagueness costs trust.
- Trust signal. One or two short testimonials (with written consent) or simple proof: "Hundreds of local families served."
- Practical info. Location, hours, contact, embedded map. Second CTA near the bottom of the page.
- Mobile speed. Compressed images, short paragraphs, large tappable buttons.

ACTIVITY 20–30 MIN

Open your editor and follow the structure above. Place one primary CTA in the hero section. Add the three-step "how it works." Include pricing or "what's included." Double-check location, hours, and contact info.

DELIVERABLE

A live, mobile-friendly page with a visible CTA.

Done-check: CTA visible without scrolling on mobile. Sections are scannable. Click-to-call works on mobile devices.

Common mistakes: burying the CTA below the fold, walls of unformatted text, missing hours or phone number, uncompressed images that slow the page on mobile.

LESSON FIVE

Fast *awareness plays.*

Small, local signals travel fast. A GBP post, a website banner, a few emails to neighbors, a physical card at the right counter. All of these can get a phone ringing without ad spend. Most DPC practices skip this step and wonder why their first patients trickle in, so it's worth giving it a real afternoon.

VISIBILITY CHECKLIST (PUBLISH IN 48–72 HOURS)

- Website banner or hero. "Now accepting new patients."
- GBP post. "Accepting new patients" with one benefit and a CTA.
- Social update. A simple announcement on Facebook and Instagram.
- Voicemail. "Thanks for calling [Practice]. We're currently accepting new patients. To join or book, visit [URL] or press 1."
- Email signature. "Accepting new patients • Book: [URL]"

PARTNER OUTREACH (FIVE SCRIPTS YOU CAN EDIT)

URGENT CARE OR PHARMACY

Subject: Easy primary care option for your patients

"Hi [Name], I'm [Your Name], a local primary care physician. We offer same-week access and transparent pricing, which can help patients who need ongoing care. If useful, I can drop a one-pager and referral cards. What's a good time?"

SPECIALIST

Subject: PCP access for patients without a regular doctor

"Hi [Name], we often see patients who need specialty follow-up and, likewise, you may meet patients without a PCP. We keep same-week slots for new patients and make referrals easy. Happy to share our contact sheet."

ASSISTED LIVING OR HOME HEALTH

Subject: Consistent primary care support for residents

"Hi [Name], we provide direct access and longer visits, which is helpful for medication coordination and urgent questions. May I bring rack cards for families and staff?"

GYM, YOGA, OR WELLNESS STUDIO

Subject: Community health perk for your members

"Hi [Name], many of your members ask about convenient primary care. We offer text access and same-week visits. Could we co-host a Q&A or leave a few cards at your front desk?"

REALTOR OR NEW-MOVER PACKET

Subject: New-to-town health resource your clients will thank you for

"Hi [Name], we help new residents get settled with accessible primary care. May I include a one-pager in your new-mover packets?"

RACK CARD COPY

Front: "Same-week primary care. Transparent pricing. Join in minutes." [CTA + URL or QR]

Back: "How it works: Join → Schedule → Text or visit when you need us." Address • Hours • Phone • URL or QR

ACTIVITY 20–30 MIN

Publish your announcement banner and GBP post. Send five partner emails. Place rack cards at two locations. Start a simple tracker: Name • Org • Contacted? • Outcome • Next step • Date.

DELIVERABLE

An awareness log with at least five partner touches and two physical placements.

Done-check: Banner live. GBP post live. Five emails sent. Two placements done. Tracker started.

Common mistakes: asking for big favors in the first email, no clear next step, and not tracking outreach (then forgetting who you contacted).

KNOWLEDGE CHECK

A quick *quiz*.

Eight to ten minutes. Answers at the end.

1. Which reply is HIPAA-safe?

- A. "So glad your pneumonia cleared after your 5/12 visit!"
- B. "Thanks for your feedback. We value privacy. Please call us at (555) 123-4567 so we can help."
- C. "We remember you! How's your blood pressure now?"

2. On Google Business Profile, which single choice most affects local search relevance?

- A. Primary category
- B. Number of photos
- C. Hours of operation

3. What belongs above the fold on your website?

- A. A long mission statement
- B. A single, clear CTA and a one-line promise
- C. Detailed staff bios

4. Which statement best reflects the right mindset?

- A. Marketing is mostly advertising.
- B. Marketing is storytelling and service that invites a next step.
- C. Marketing is optional for great clinicians.

5. Which contains PHI and should be avoided publicly?

- A. "We're glad you had a good experience."
- B. "Glad your HbA1c improved from 8.4 to 6.7!"
- C. "Please call us so we can help."

6. Minimum "findability" actions to complete today are:

- A. Buy ads and redesign your logo.
- B. Claim and complete GBP, add 5 photos + 5 FAQs, send 10 review requests.
- C. Post only on Instagram.

7. A strong three-sentence value message includes:
 - A. Jargon and multiple CTAs
 - B. Who you help, how you help, why different + one CTA
 - C. A full list of every service

8. The safest way to use testimonials is to:
 - A. Assume consent if the patient posted publicly.
 - B. Use any review without changes.
 - C. Obtain written consent or use de-identified, generic language.

9. The best first-week outreach target is:
 - A. Random national brands
 - B. Local urgent care, pharmacies, specialists, and community hubs
 - C. Only employers

10. A HIPAA-safe public reply should:
 - A. Confirm the patient's identity to sound helpful
 - B. Mention the diagnosis but not the date
 - C. Stay generic and invite offline follow-up

ANSWER KEY 1-B · 2-A · 3-B · 4-B · 5-B · 6-B · 7-B · 8-C · 9-B · 10-C

PICK YOUR WIN

A 30-day *commitment*.

Pick one or two visibility moves for the next thirty days. Write them down. Add a start date. Decide who owns each one: you, your front desk, or a VA. Then put a thirty-minute calendar block at the end of the month to review what worked.

- Send 10 review requests each week (40 total).
 - Publish one GBP post every week.
 - Make five partner introductions this month.
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WHAT YOU HAVE AT THE END OF THIS MODULE

- A HIPAA-safe review reply library
- A one-paragraph value message live on your profiles
- A completed Google Business Profile with photos, FAQs, UTMs, and your first post
- A simple, converting web page with a visible CTA
- An awareness plan with logged outreach and placements

That's the foundation. Everything else in the series (local SEO, social media, referrals, email, KPIs) builds on top of these five deliverables, which is why I'd recommend completing them in order before working through the rest.

FROM NATHALIA

A note about what *comes next*.

This is the foundation. The rest of the series covers local SEO, social media, referrals, email and website, and a 90-day growth plan.

I'm releasing it to founding members of The Aligned Circle, a monthly membership for DPC physicians. Twenty founding annual spots at \$290 for the year, and \$25 of every founding membership goes to the free clinic at Poppy Direct Care in New Orleans.

If you'd like to join, the page is alignedmd.agency/circle.

If not, that's completely fine. Use what's here. My inbox is open if you have questions.

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