

# What every doctor needs to know about personal branding: 2019 and beyond

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*Medical marketing is rapidly changing → the digital landscape allows physicians to manage reputation, build authenticity, promote their practice, connect with patients, mitigate crisis, and list research and their publications.*

## Abstract

In this case, branding isn't necessarily about logos and taglines. Simply put, a physician's brand is essentially equal to his or her reputation. What patients think about you, how well-known you are in your community, your online presence—that is your brand. More and more patients are turning to online sources to find a physician. They may look at your website, but they are also likely consulting online reviews and listings as well. Branding is more important than ever if you want to attract the attention of these patients, whether you are just starting out or are already an established physician. During this session, the following topics will be covered:

- 1) Five steps to brand building
- 2) How to use digital tools and social platforms
- 3) The danger of doing nothing
- 4) Case Study: Dr. Netterville

## Biography

Philip James is a marketing and communications consultant to the medical and architecture industries. Philip is an expert at building narratives and personal brands. His clients include hospitals, physicians, and industry associations. He has worked at ENDO, and the World Congress on Thyroid Cancer.

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## Recent Publications

- 1) *Regarding Thyroid Cancer, Are You a Minimalist or a Maximalist?* with Dr. Michael Tuttle from Sloan Kettering
- 2) *Five Important Things Your Thyroid Surgeon Maybe Not Telling You*, with Dr. Akira Miyauchi
- 3) *Hypothyroidism — Diagnosis, Treatment, and Medication* with Dr. Leonard Wartofsky from MedStar
- 4) *Diagnosed With Thyroid Cancer? — Stop — Do Not Rush Into Surgery* → Dr. Bryan McIver – Moffitt Cancer Center
- 5) *For Some Thyroid Cancer Patients, No Surgery is the Best Treatment* → Dr. Allen Ho from Cedars Sinai
- 6) *Hashimoto's Disease and Hypothyroidism and TSH Levels* → Dr. Victor Bernet – the Mayo Clinic
- 7) *Is Your Thyroid Surgeon Skilled? 4 Mistakes Resulting from Inexperience*, with Dr. James Netterville from Vanderbilt
- 8) *Fat, Foggy, and Depressed After Thyroidectomy? You May Benefit From T3*, with Dr. Antonio Bianco from Rush University

## Notes:

