

# *Bp Premier* SUMMIT 2025

Please take a seat,  
your session starts soon.

## Acknowledgement of Country

Best Practice Software acknowledges the Traditional Custodians of Country throughout Australia and recognise their unique cultural and spiritual relationships to the land, waters, and seas and their rich contribution to society. We pay our respects to ancestors and Elders, past, present, and emerging.

Best Practice Software respects Māori as the tangata whenua and Treaty of Waitangi partners in Aotearoa New Zealand.

Right: Ginmine design from corner, radiating outwards.  
Designed for the Bp Bundaberg Operations Hub Mural Project, 2021

Artist: Nicole Wone

Addresses themes of: Evolution – Adaptation of Universe and traditional Indigenous beliefs across the globe.

Beginning of time, darkness. Movement in the cosmos. Rainbow Serpent – Creation being. Ancestral lineage without our DNA





# BpPremier SUMMIT 2025

## Mastering Your Practice's Digital Presence:

*What Patients Really Want,  
and What Works*

*What today's patients expect online, and  
the simple strategies clinics are using to  
stand out and stay booked.*

# Mastering Your Practice's Digital Presence: What Patients Really Want and What Works

## Mick Carney

Mick is a Digital Marketing expert, from HeartBeat Digital Marketing, who specialises in the Australian healthcare industry. With extensive experience in all aspects of digital marketing, Mick's insights will provide valuable perspectives to help navigate the complexities of digital marketing in today's dynamic landscape.

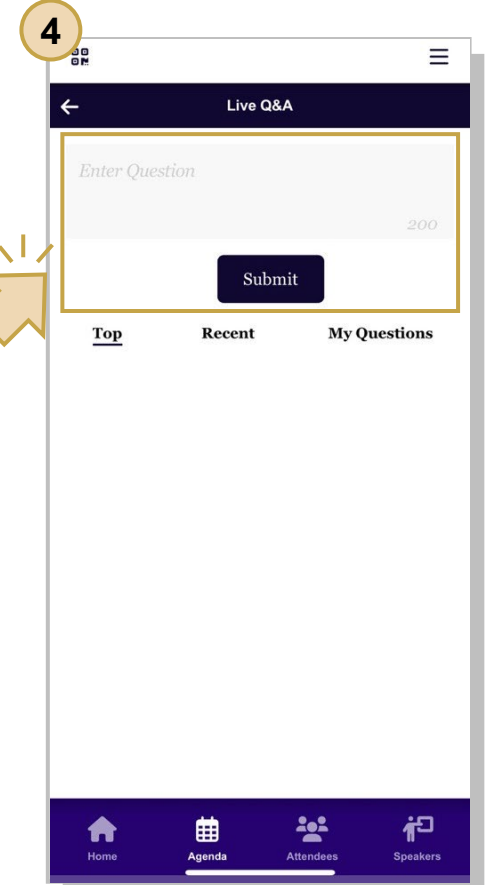
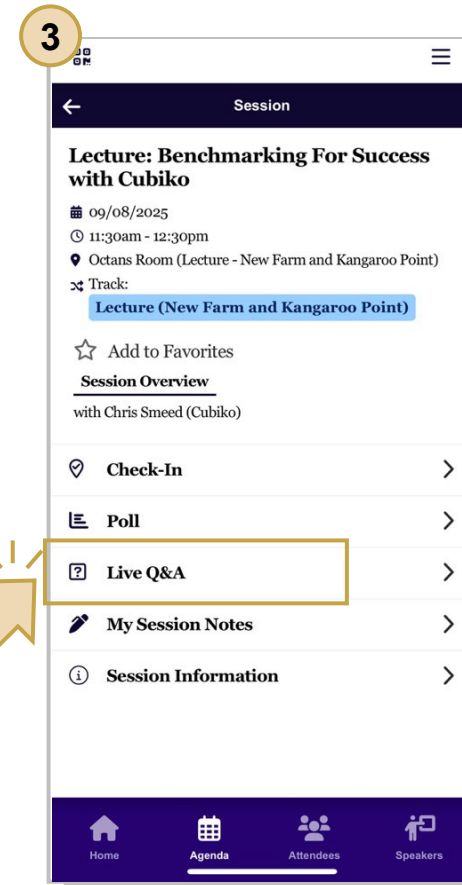
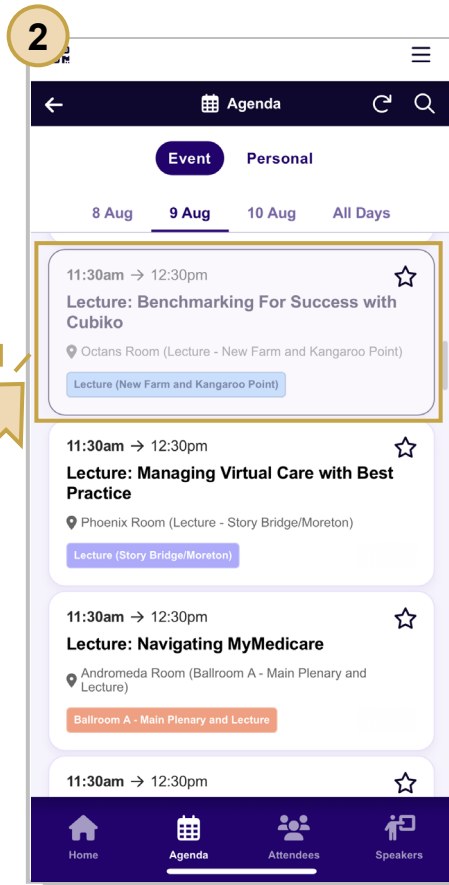
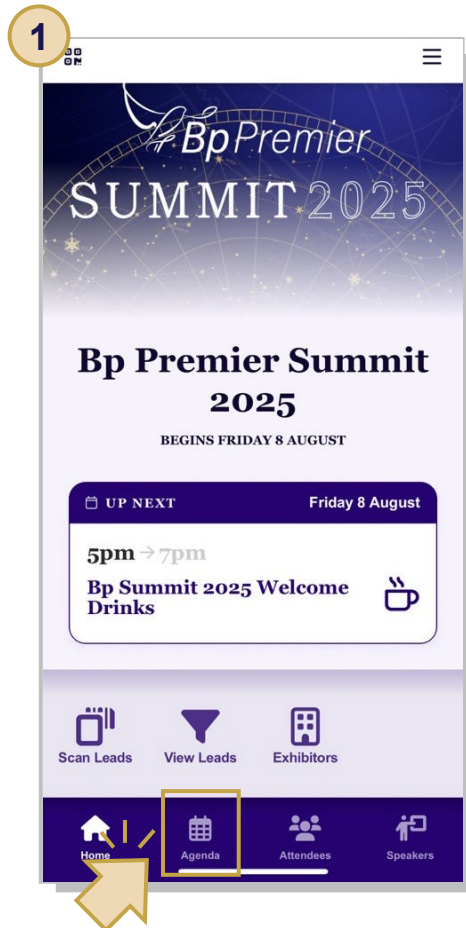


# BpPremier SUMMIT 2025

Ask any questions  
using The Event App



Download the app  
By scanning the QR code



A detailed background image of a celestial constellation chart, likely a planisphere, showing various constellations and stars. The chart is overlaid on a dark blue background with a subtle pattern of stars and lines. The text is white and stands out against the dark background.

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## Mastering Your Practice's Digital Presence:

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# Who We Are

**HeartBeat Digital: A team of digital marketers who understand healthcare in Australia and its climate.**

We work with dozens of clinics and GPs across Australia, and know what patients respond to, and importantly, what they *don't* respond to.



Visit Our  
Website



**Lachlan  
McPherson**  
OWNER &  
FOUNDER



**Sam Hall**  
CHIEF  
OPERATING  
OFFICER



**Mick Carney**  
DIGITAL  
MARKETING  
LEAD



**HeartBeat**  
Digital Marketing

# Why This Matters

**83% of Australians Google a clinic before calling.  
And many never make it to the phone.**

We surveyed a pool of over 10,000 Australians to understand what makes them click, trust, and book.

We've used those insights, plus real clinic data, to shape this session



Ta  
At

## What You'll Get in This Session:

What patients are actually looking for online

Why some clinics convert... and others don't

The biggest turn-offs that cost you bookings

Simple changes to boost trust and visibility

Real-world results from clinics just like yours

# What Patients Actually Want Online



- Clear, current, and modern website
- Google visibility
- Real images and doctor bios
- \*Social media that feels alive
- Detailed services
- Easy bookings

*Social media can be a touchy subject for healthcare professionals. Responding to reviews and your personal social media is something to be wary of.*

# So, What Is Your Digital Presence?



# Which Would You Trust With Your Health?



Stock photography / no profile photos...

The Team at **Wellness Day**



Dr. **[Redacted]**  
[View Profile +](#)



**[Redacted]** - Practice Nurse  
[View Profile +](#)



**[Redacted]** - Practice Nurse  
[View Profile +](#)

OR

## Doctors



Dr. David Yates  
[VIEW PROFILE »](#)



Dr. Anita Dey  
[VIEW PROFILE »](#)



Dr. CK  
[VIEW PROFILE »](#)



Dr. Suzanne Ward  
[VIEW PROFILE »](#)



Dr. Renee Roberts  
[VIEW PROFILE »](#)



Dr. Caitriona Duffy  
[VIEW PROFILE »](#)



Dr. Violet Inati  
[VIEW PROFILE »](#)



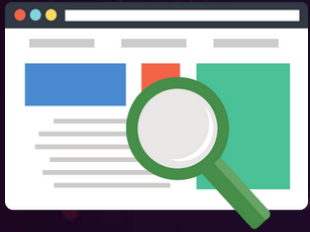
Dr. Melissa Weston  
[VIEW PROFILE »](#)



Dr. Nicole Schmocker  
[VIEW PROFILE »](#)

Clear photos, click for their credentials

# What's Stopping People from Booking?



- Confusing website or booking
- Outdated info
- No team photos or bios
- Inconsistent branding
- Bad mobile layout
- You feel untrustworthy (even if you're not)



# Let's Talk About Google Again



**Google Search (SEO):** Appear when patients search, eg “GP near me”. No spend required, but results take time.



**Google Business Profile:** Free, visible in search and maps. Shows services, hours, location, reviews and booking link.



**Google Maps:** Patients often choose clinics that are easy to locate. Helps build trust.



**Google Ads (Search & Display):** Pay to appear at the top of search results instantly. Ideal for promoting new doctors or key services.



**Google Analytics (GA4):** See how people use websites; where they come from, pages they visit, and if they book.



**Google Tag Manager:** Tracks user behaviour, eg. clicks on booking buttons, visits to service pages.



**Google Reviews:** One of the first things patients see. \*Be careful in healthcare

# What New Patients Click (In Typical Order)

Most patients follow a predictable path *before* booking. Here's what they look at:

## 1. Google Profile

They start with search, checking reviews, hours, and star ratings.

## 2. Your Website Homepage

They check your website to get a feel for your clinic, often within seconds.

## 3. "Meet the Team" Page

They want to see real faces and credentials. This builds trust.

## 4. Services Page

They look for service/information they need: skin checks, women's health, fees, etc.

## 5. Booking Button

If everything checks out, they hit the booking button (often on mobile).



# How Much Does It All Cost?

Maintenance > Growth



**SEO (Search Engine Optimisation):**  
“Organically” appear in searches.

\$800 – \$2,500



**Online Ads:**  
Paying to appear for instant results. (inc. social media)

\$500 – infinite



**Social Media:**  
Engaging audiences through your story.

\$500 – infinite



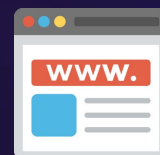
**Content Marketing:**  
Establishing “authority”, positioning a brand.

\$500 – \$2,000



**Email Marketing:**  
Don't let your customer base stagnate.

\$500 – \$1,000



**Websites:** A digital storefront, the hub of an online presence. (one off)

\$4,000–  
\$12,000+

# Common Mistakes That Can Cost Money, Time, and Reputation



- ✓ Clean mobile website
- ✓ Clear “Why us?”
- ✓ Bookings front and centre
- ✓ Up-to-date clinic and staff information
- ✓ Real team and clinic photos
- ✓ Design that matches your real-life tone
- ✓ Consistent social media presence
- ✓ Regularly reviewed Google profile



- ✗ Outdated hours and other information
- ✗ No photos of your actual premises / team
- ✗ Generic or “busy” content
- ✗ Hard-to-find or clunky booking process
- ✗ Inconsistent branding across platforms
- ✗ Website not loading well on mobile
- ✗ Ignoring common patient questions online (FAQs, phone queries, etc.)

# Tools to Track What's Working

If you don't know how your online performance is tracking you won't know what changes need to be made, and you won't have a baseline to measure activity against. Google Analytics is FREE!



“

***You can't improve what you don't measure”.***

**Peter Drucker, management consultant, educator, and author.**

# What You Can Do Now

1. Update Google profile
2. Test your website on multiple phones
3. Ask a staff member to share a clinic story
4. Set a quarterly marketing budget
5. Book a session with a digital pro (HeartBeat Digital)

Book a  
Time  
to Chat



# Digital Isn't Just a Bonus Anymore

*It's an expectation.*

Today, practices are *expected* to show up online with the same clarity, professionalism and care they offer in person. A strong digital presence is part of how patients choose and trust providers.

## Why Digital Matters Today

- **Trust Building:** Patients see who you are before walking in
- **Brand Awareness:** Make your clinic *visible*, as well as discoverable
- **Revenue Support:** Attract, convert, and retain patients more easily
- **Scalability:** Grow your reach without growing your workload
- **Tracking & Analytics:** See what's working, adjust what isn't
- **Data-Backed Decisions:** Smarter choices with real insights
- **Consistency:** Align your online presence with your real-world experience

# Wrapping Up

- Patients judge clinic before calling
- Online presence and websites must work together
- Trust builds through real people and clear info
- Digital presence drives bookings and long-term growth
- Starting small is ok, but start with a strategy

Book a consultation with HeartBeat Digital to get started.

## Any Questions?



**Presenter:** Mick Carney



**Talk to us**  
Book a  
Time to  
Chat



**HeartBeat**  
Digital Marketing

# Questions & Answers



**Thank you for joining us!**



**Our Bp Summit  
Presentations  
and Resources are available  
via our Knowledge Base**

**Mastering Your Practice's  
Digital  
Presence: What Patients  
Really Want and What  
Works**

**Mick  
Carney**