



NextGen[®] Patient Portal

Ideas to Promote Patient Portal to your Patients!

Your Practice's Website:

Put a link to the Patient Portal on your practice's website. Here is some suggested language:

(Practice name) is thrilled to offer you a new feature – the Patient Portal! The Patient Portal is a convenient, secure, online tool available 24/7 that will help you:

1. Exchange secure messaging with your physician and staff members
2. Request medication renewals
3. Request appointments
4. Access your health record

Give next steps here if they are interested in signing up.

- On the webpage where you will link to the Patient Portal site, give unregistered patients a clear Call-to-Action on how to register.
- Mention the Patient Portal on your home page, patient services page, and any other relevant pages.

Additional Channels to Promote the Patient Portal:

- Change on-hold music or your automated messaging system to introduce the Patient Portal.
- If your office has digital signage, post a message on the Patient Portal.
- If your office distributes an electronic or paper newsletter, highlight the Patient Portal for the next few months.
- When sending out your billing statements, put a message on the bottom of the statement letting clients know there is an easier way to pay online.
- Promote the Patient Portal to all of your office's Facebook friends.
- Promote the Patient Portal to all of your office's Twitter followers.
- Do you have the ability to send a text to your patients? Send this new offering as a text blast.
- Offer a drawing or incentive for the first 100 patients who enroll and log in.
- Have a random monthly drawing for anyone who is logging into their Patient Portal account.
- Brand office materials—i.e. pens, pads of paper, hand sanitizer – with information and/or benefits of the Patient Portal.
- Brand appointment reminder cards with information about the Patient Portal.

Get your staff excited about it!
Their excitement will be contagious.