

Current Trends in Practice Marketing

By the WDS Practice Advisory Committee



From Dr. Una Minter:

-Start with referring docs: Meet one on one, as a group meal, or give a brief derm lecture with primary care physicians in your area to facilitate referrals.

-Develop (likely with a web designer) a professional, beautiful, easy to navigate website, and mobile-friendly website

-Include patient testimonials on your website

The **Women's Dermatologic Society (WDS) Practice Advisory Committee** supports Dermatologists at any stage of their career looking to manage or start their own practice by offering resources on navigating the practice environment. Visit the **WDS blog** for more tips and advice.