

6.00 Summary

The growing number of people using the internet means that you will need to develop an effective web presence, if not immediately then fairly soon.

There are three main areas to consider.

First

There is a growing commercial imperative to ensure that your potential clients, as they transfer their allegiance from printed directories to the search engines, are easily able to find details of your surgeries online.

Second

You need to consider what online services you are going to provide for your existing clients. If you already create a newsletter or write articles for your local press then these will translate fairly readily into web content. If you don't then you need to decide if developing your site content for the benefit of your existing clients is going to provide your practice with a reasonable return.

Finally

You need to investigate how to integrate the new communication technologies into the daily routine of your surgery. Your clients are probably already wishing that they could e-mail you with a query before leaving for work rather than having to give up their break to phone.

Comments, queries and criticism

We would appreciate your feedback, positive or negative, on any aspect of this suite of articles. You can e-mail us or contact us using the details below.