



# WHO DO YOU want to be the VOICE of your ORGANIZATION?

*Tips*



## on choosing patients for testimonials

to be featured in **Florida Health Care News**

Florida's Largest Health Care Information Publications

### Articles succeed when told from a patient's point of view



*We have found that articles from a patient's point of view gain more success.*

*Choose your patients carefully, they will represent you to the public.*

**Our** interviews take about 10-15 minutes...



*can you easily see this patient talking positively about their experience that long?*



Choosing the **BEST** patient can take your article from *good* to

**GREAT!**



**4**

### THINGS TO LOOK FOR WHEN CHOOSING PATIENTS FOR TESTIMONIALS

**1**

**ARTICULATE and TALKATIVE**

Is the patient well-spoken and always ready to talk? Do they have a strong command of the English language? These are important considerations, as a patient with a good verbal facility will almost always interview well.

**2**

**FUN, UPBEAT PERSONALITY**

Positive people tend to deliver positive feedback. If a patient has expressed appreciation to you and your staff, or commented that they intend to refer others, then they may be an excellent testimonial candidate.

**3**

**VIBRANT, HEALTH-CONSCIOUS**

If your patient is generally active and in good health, your treatment may have helped them return to their exercise routine. An active patient will often be a great subject for a dynamic eye-catching photo.

**4**

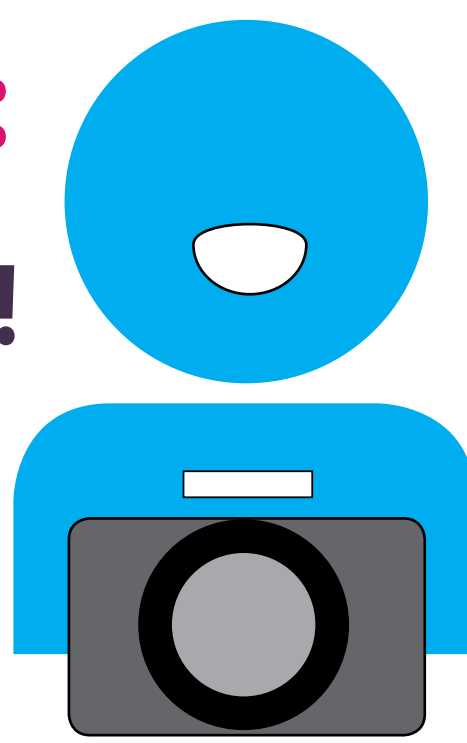
**ENTHUSIASTIC ABOUT YOU!**

Choose a patient that you trust will deliver a credible, positive "review" of their experience with you. You want to feel confident that your patient has overwhelming enthusiasm about the care provided by your practice!

*A picture is worth a thousand words...*

**Just Remember:**  
A picture really is worth 1,000 words!

The patient you choose will act as the face of your practice for the readers of *Florida Health Care News*. Be sure and choose a patient that accurately portrays your practice in a positive light!



**A Word of CAUTION!**

We do not want to put your practice on the wrong side of confidentiality. Please ensure your office obtains approval from the patient *before* we attempt to call and conduct the interview.

**Questions?**

Contact your Associate Publisher for more information

**Toll Free 888.714.6728**

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