

- 5 patients and 4 employees were present
- We began with an icebreaker game to get to know each other since we had 2 new members
- The first topic was a discussion on how patients search for a new provider. Several ideas were given, which led to a deeper conversation on marketing our clinic more so that people know what a great place this is.

Suggestions that patient advisors made were:

1. We really need to have a sign on I-30 near the exit pointing potential customers in our direction. Many people do not know this clinic is here.
 2. People would be interested to know more about our providers and that we have so many options for them to choose from. Having pictures of the providers along with information such as where they are from and where they went to school on the television in the waiting room and also on our Facebook page.
 3. Another suggestions was using local magazines like ALT and Four States or the newspaper to highlight accomplishments of our providers and clinic. It would also be good to have our website reflect this same information.
 4. Most people seem to learn about good providers by word of mouth and referrals.
 5. We need to take advantage of free and low cost advertising opportunities to get our name in the community. Examples suggested were having a booth at the fair, health fairs and events where we give people important info about our clinic. (Which will be listed in the next bullet). 2 events that were suggested are the quarterly health fair at Ross & Shoalmire elderlaw attorneys and the Lunch and Learn and Williams Memorial. Another suggestion was to have signs at the football games where our doctors are on the sidelines that say something to the effect of "Medical support supplied by UAMS Southwest".
- This discussion was a great kickoff to our next topic of what info needs to be in a new patient information packet or a flyer that can be used in the community to attract new patients to our clinic.
Information deemed important in promoting our clinic was:
 1. The number of providers that we have
 2. That we use a team approach so if you can't see your provider there will still be someone available that works closely with your provider
 3. That if you are hospitalized you will see one of our providers and not a hospitalist
 4. That we have same day appointments
 5. That we have a provider on call after hours by phone
 6. That we have extended hours on Mondays
 7. The resources that we have here for patients such as minor procedure clinic, diabetes education, behavioral health, a pharmacist who can answer questions, pulmonary function testing, and telemedicine availability
 8. A patient portal, if it gets the needed improvements
 - As our meeting ran long, we asked the patient advisors to think about what was planned to be our next topic and report back to us their thoughts at the next meeting in June. Topic: Changing the mindset from getting well to staying well. How to get patients to come to the clinic for wellness appointments, not just when they are sick.