

Marketing a Psychiatric Practice

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Disclosures

Dr. Zimko has the following financial ties/connections

- **Speaking/Consultant:** TEVA
- **Stock:**
 - Compass Pathways
 - Xenon Pharmaceuticals
 - Otsuka

All relevant financial relationships listed have been mitigated.

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Agenda

Describe Current Practice
Why Marketing Matters
Free vs. Paid Marketing
Creating a Marketing Strategy
Conclusion

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About Bywater

Co-Founded in 2021
3 Attendings, 1 ARNP, 2 Residents, 1 Therapist
Located in Clearwater FL

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5 Why Marketing Matters

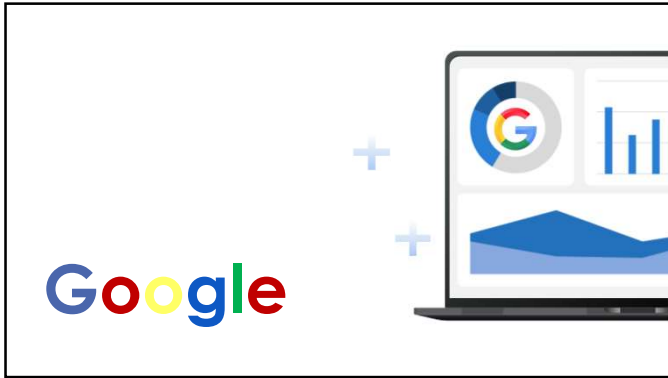
- Growing Competition
- Enhanced Patient Experience
- Zeitgeist Shift in Reviews
- Enhanced Professional Community Connection

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6 Free vs. Paid Marketing

While both free and paid marketing have their advantages and disadvantages, any form of marketing is better than no marketing.

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 Slide 9 is titled "Conclusion" in bold. In the top right corner, there is a light blue semi-circle. In the bottom right corner, there is a light blue plus sign. A list of four bullet points is positioned below the title.

- The current landscape of medicine increases the need for marketing each year
- Paid and Free Tools may be incorporated into a marketing strategy
- Any form of marketing is better than no form of marketing
- Important to any Marketing Program is Data Tracking

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Thank you

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Works Cited

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