



Christopher Gefvert

# MARKETING WITH EMPATHY

Connecting with Families  
and Growing Your Practice



# INTRODUCTION

Agency Head, Fractional CMO, Revenue Operation Advisor  
- SaaS Solutions

15 Years Marketing Experience

- Manufacturing & Distribution
- Emerging Tech
- Wealth Management
- Healthcare & BioTech







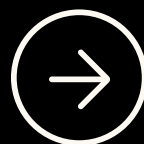
**I  
AM  
TERRIFIED**



# EMPATHY IN A PATIENT-CENTERED WORLD

Medical-Centered >>> Patient-Centered

“ This shift doesn’t just apply to what happens in the exam room. It applies to how you present yourself to families before they even meet you. ”







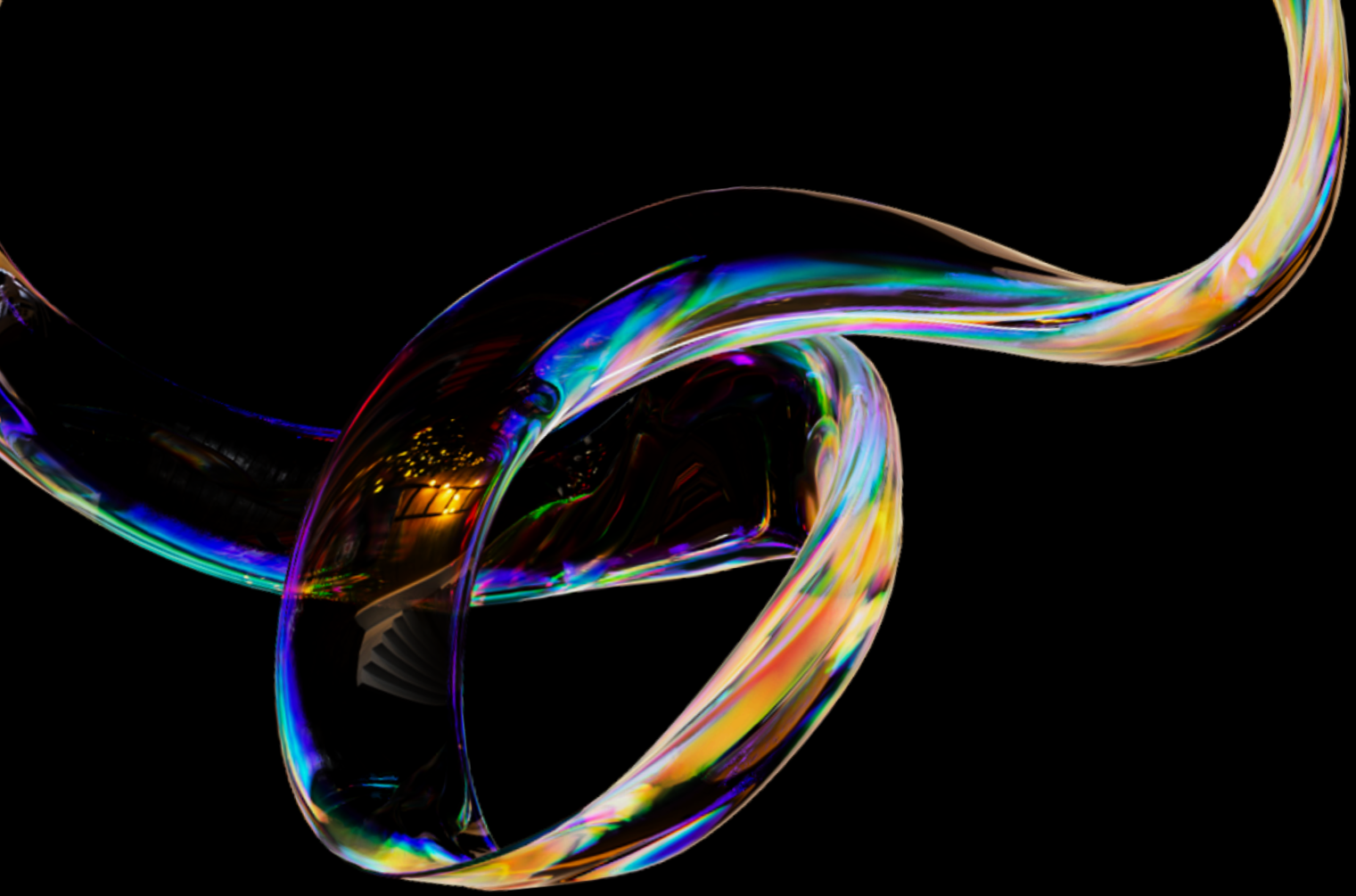
# WHY EMPATHY IS A MARKETING SUPERPOWER

Marketing with empathy isn't about flashy ads or big campaigns. It's about meeting families where they are, understanding their needs, and showing them that you're not just a healthcare provider.

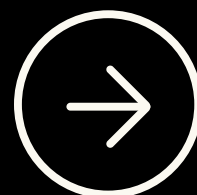
You're a partner in their child's health journey.

- Why empathy is more than just a buzzword
- How to apply empathy to every stage of the patient journey
- How empathy doesn't just help families





# UNDERSTANDING EMPATHY IN HEALTHCARE MARKETING



## What Is Empathy in Healthcare Marketing?

Let's say a mom is looking for a pediatrician because her baby hasn't been sleeping well and cries constantly. When she lands on your website, what do you think she's hoping to find?

It's shifting the focus away from you—your services, your expertise—and putting the spotlight on them.

## Empathy vs. Sympathy: Why the Difference Matters

- Sympathy is feeling for someone.
  - "I'm sorry this is happening to you."
- Empathy is feeling with someone.
  - "I understand how this feels, and I'm here to walk through it with you."

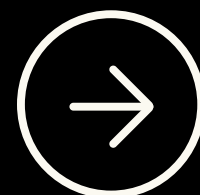
## Marketing Jargon vs Empathy

Empathy goes beyond acknowledging feelings—it offers solutions, reassurance, and partnership.





# THE THREE PILLARS OF EMPATHY



## Cognitive Empathy: Seeing Their Perspective

Cognitive empathy is the ability to understand what someone is thinking or feeling. It's about recognizing their concerns, their questions, and their motivations.



## Emotional Empathy: Sharing Their Feelings

Emotional empathy goes deeper—it's about feeling what someone else feels. This is especially important in pediatric healthcare, where parents often come to you during times of fear, anxiety, or uncertainty.

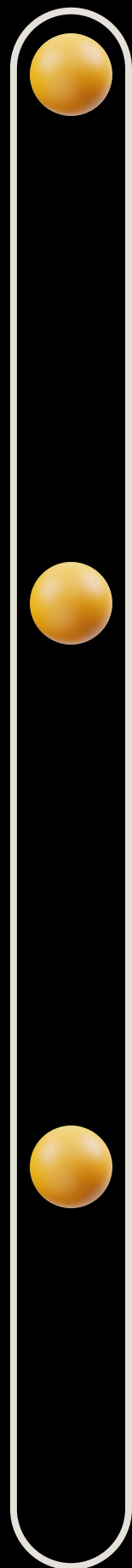
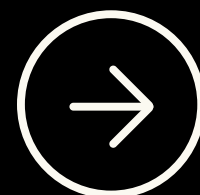


## Empathetic Concern: Anticipating Their Needs

Empathetic concern is the final step. It's not just understanding or feeling—it's doing. It's taking what you know about a family's situation and using it to anticipate their needs before they even ask.



# EMPATHY IS A STRATEGIC TOOL



**Trust drives decisions.**

**Empathy creates loyalty.**

**It improves outcomes.**





## CHRIS'S SIDE RANT

“ Enough with the Jargon!!!!

Empathy in language is about focusing on what parents care about most: their child's health, safety, and happiness. ”



# WHY EMPATHY MATTERS IN PEDIATRIC HEALTHCARE MARKETING

## Parents Are the Decision-Makers

Parents are the ones searching for providers, scheduling appointments, and making decisions about their child's health.

## Caregivers Feel Helpless— Acknowledge That

These emotions are at the forefront of their experience, and if your marketing doesn't acknowledge them, you risk coming across as cold or detached.



## Parents Are Seeking More Than Medical Expertise

They assume you have the medical expertise to treat their child's illness or injury. But expertise alone isn't enough to stand out.

## Building Trust with Families

Trust isn't built in a single interaction, it's the result of consistent, empathetic communication over time. And in pediatric healthcare, trust is everything.



# WHY EMPATHY MATTERS IN PEDIATRIC HEALTHCARE MARKETING

## Empathy Improves Outcomes

Empathy creates a positive feedback loop: The more parents trust you, the more they engage. And the more they engage, the better care you can provide.



## Differentiating Your Practice

Empathetic marketing sets you apart by showing families that your practice isn't just about medicine.

It's about relationships.

It's about understanding what they're going through and making them feel supported every step of the way.

# PRACTICAL WAYS TO APPLY EMPATHY IN MARKETING

LISTEN TO YOUR  
PATIENTS AND FAMILIES

## WEBSITE ANALYTICS



We develop effective online marketing strategies using channels like social media, email, and ads to reach potential customers.

## CALL TRACKING



We develop effective online marketing strategies using channels like social media, email, and ads to reach potential customers.

## SURVEYS AND FEEDBACK FORMS



“What’s one thing we could do to improve your experience?”  
“What made you choose our practice?”

## ACTIVELY LISTEN @ APPOINTMENTS



“I understand how stressful this must be for you,”



# PRACTICAL WAYS TO APPLY EMPATHY IN MARKETING



## MAP THE PATIENT JOURNEY

<b>Awareness</b>	<b>Consideration</b>	<b>Appointment Booking</b>	<b>The Visit</b>	<b>Follow-Up</b>
<u>What they feel:</u> Confusion, worry, or urgency.	<u>What they feel:</u> Uncertainty about which provider is the best fit.	<u>What they feel:</u> Mix of relief and lingering anxiety.	<u>What they feel:</u> Anxiety over child's reaction and the outcome of the visit.	<u>What they feel:</u> Either trust and satisfaction or lingering doubts.
<u>What they need:</u> Clear, helpful information that answers their questions.	<u>What they need:</u> Reassurance that your practice is competent, compassionate, and approachable.	<u>What they need:</u> A seamless booking process and clear instructions about what to expect.	<u>What they need:</u> A welcoming environment, clear communication, and a warm, child-friendly approach.	<u>What they need:</u> Follow-up communication that reinforces trust and ensures their concerns were addressed.





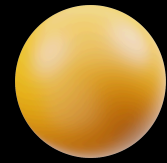
# PRACTICAL WAYS TO APPLY EMPATHY IN MARKETING

CREATE CONTENT THAT  
RESONATES EMOTIONALLY



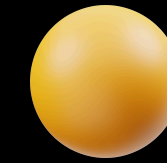
## Use Stories to Build Connection

People remember stories far better than facts or statistics. Sharing patient success stories, with permission, can help families see themselves in your care.




## Address Common Concerns Through Educational Content

Parents often turn to Google with questions like, “Is my child’s fever too high?” or “How do I help my child prepare for their first doctor’s visit?” By creating content that answers these questions, you position yourself as a trusted resource.



## Avoid Medical Jargon

Using complicated medical terms can make families feel confused or alienated. Instead, simplify your language and focus on what parents care about most.



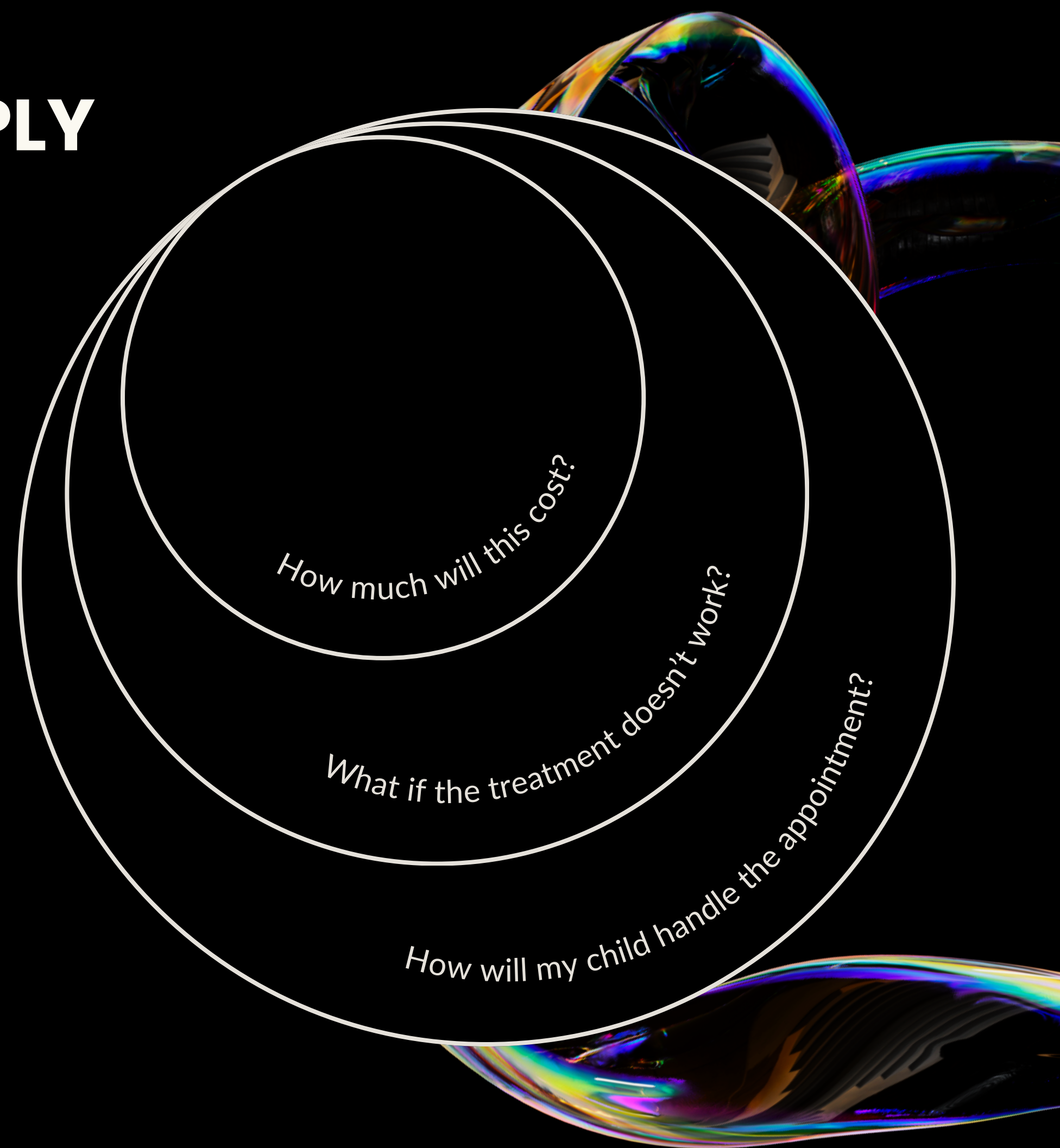
# PRACTICAL WAYS TO APPLY EMPATHY IN MARKETING

## BUILD TRUST THROUGH TRANSPARENCY

Parents trust providers who are honest, open, and upfront. Transparency isn't just a business best practice—it's a form of empathy.

## BE HONEST ABOUT CHALLENGES

Empathy isn't about pretending everything is perfect. It's about being real and reassuring.



# THE POWER OF STORYTELLING

## WHY STORIES MATTER



- Humanize your practice
- Build emotional connections
- Simplify complex concepts

## USING VISUAL STORYTELLING



- Video testimonials
- Behind-the-scenes footage
- Infographics or photo stories

## WHAT MAKES A GOOD STORY?



- A real patient or family (with permission)
- A challenge or fear they faced
- How your practice helped them overcome it
- A positive outcome

## WHERE TO SHARE STORIES



- Your website
- Social media
- Email newsletters
- Waiting rooms



## TYPES OF STORIES TO SHARE

### Patient Success Stories

One of the most powerful ways to build trust is by sharing real stories of families who've had positive experiences with your practice.

### Stories About Your Team

Parents want to know the people behind the white coats. Sharing personal stories about your staff can make your practice more relatable and approachable.

### Stories That Show Empathy in Action

These stories reinforce your commitment to empathy and build trust with potential patients.

## THE EMOTIONAL IMPACT

### Loyalty and Advocacy

- Stay with you long-term.
- Recommend you to their friends.
- Leave positive reviews online.



# MEASURING THE IMPACT OF EMPATHY

## Patient Satisfaction

When families feel valued, heard, and cared for, it shows in how they rate and review their experience.

## Retention and Referrals

Patient Retention Rates  
Referral Rates



## Engagement Metrics

Website Analytics  
Social Media Engagement  
Email Open Rates and Clicks

## Online Reviews

Analyze recurring themes  
Address negative feedback



# MEASURING THE IMPACT OF EMPATHY

## Conversion Metrics

When families trust your practice, they're more likely to schedule appointments, follow your advice, and engage with your resources.

Appointment Bookings  
Content Conversions



## Use Feedback to Refine Your Approach

Identify Gaps  
Test Different Approaches  
Monitor Trends

# THE POWER OF EMPATHY IN ACTION

An abstract, vibrant splash of liquid in shades of blue, green, yellow, and orange, flowing from the bottom left towards the center of the frame.

It's a Commitment

Empathy Builds Trust, Connection, and Loyalty

A Skill That Can Be Developed Over Time

Requires Embracing an “Outsider Mentality”

Start Small, Think Big





Christopher Gefvert

# THANK YOU

for your time and attention

