



A Guide to Promoting Your New OP Patient Portal, Powered by Bridge

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Why Promote Your Practice's Patient Portal

Congratulations! You've taken the first step in providing your families with one-stop-shop, self-serve access to their child's medical records. **Now, it's time to boost portal adoption.**

Doing so will:

- ★ Free up your staff from having to handle administrative tasks
- ★ Improve patient and family satisfaction — parents will be able to access their child's medical records when and where they need to

In this guide, you'll find tips for promoting your portal to make your transition as seamless as possible for you and your patients.

Use Your Practice Website

Update your practice's website to let your families know that you have a new patient portal and to keep an eye out for an invitation to register. This, of course, depends on the timing of when you update your website and when you go live with the new portal. Some ways to include this messaging on your website are:

- Add a banner to the top of your site, similar to how you'd announce an office closure
- Add a blurb in the Practice News section of your website that links to a patient portal page that goes into more detail (see below).
- Create a website page specifically for the portal that includes resources for parents (see [Educate Your Families](#)).

Here are some sample blurbs to include on your website to get parents excited about the transition:

- Exciting News: We have a new patient portal! As of *{include your transition date}*, we'll be using a new patient portal. Keep an eye out for your invitation to register.
- We can't wait for you to see our new patient portal! You're going to love having easy-to-use and convenient access to your child's medical records 24/7.

Don't forget, if your website currently provides a link to your patient portal, make sure you update that link to point to the new portal. If you don't have a link to your portal from your website, take this opportunity to add one! This can be accomplished by:

- **Hyperlinking Text:** In your announcement of the portal, you can easily add a link to the text where you refer to the new patient portal.



- **Adding a prominent button:** Add a new button or banner labeled “Patient Portal” in a prominent location on your website for easy access.

Leverage Your Practice’s Social Media

Social media is a great way for you to reach your families without relying on them visiting your practice website. Here, we’ve included [some graphics and sample copy](#) for you to use on your social media to promote your new portal. Remember to include in your posts anything a parent or guardian would need to know about getting started with your portal.

Post Flyers Around Your Office

Posting flyers or signage in your office is a great way to promote your portal to families in the office. These are most effective when posted in waiting room(s), on exam room doors, and at your front desk. Here are a couple of flyers to get you started:

- **Print-ready Patient Portal Flyer (PDF):** This flyer is ready to use as-is. Simply print and post! Note that this flyer includes the entirety of available features in the portal, but it can also be customized to remove any of the features your practice has chosen not to enable. See the steps below.
- **Customizable Patient Portal Flyer (PDF):** This flyer provides the same overall look and feel but is designed with space for you to add your practice’s logo, contact info, other practice-specific branding, or a QR code that goes directly to your practice’s portal (see [Create a QR Code for Easy Access](#)).

Here’s how to access and customize the flyer:

1. **Download the PDF:** Click the link above to open the PDF you want to print or customize. Then, Download the PDF to your computer.
2. **Customize the Design if You Choose:** Access the downloaded PDF and open it with Adobe Acrobat ([free trial](#)) or another PDF editor (such as [PDF Extra](#)) or to add your practice’s logo and update the listed features.



Create a QR Code for Easy Access

QR codes provide a convenient way for parents or guardians to access the patient portal using their mobile devices. By scanning the QR code, they can quickly navigate to the portal without having to manually enter the URL. This section guides you through generating and adding QR codes to your marketing materials.

1. **Generate the QR code:**
 - a. Use an online QR code generator (such as qrstuff.com or qr-code-generator.com).
 - b. Enter the URL of your patient portal.
 - c. Customize the QR code design to match your practice's branding (optional).
2. **Download the QR code image:**
 - a. Save the generated QR code image to your computer.
3. **Add the QR Code to your marketing materials:**
 - a. Insert the QR code image into your customized Adobe files. Example text to include with the QR code can be as simple as "Scan this QR code to access our patient portal."

Educate Your Families

We've already touched on some of the "passive" ways to let your families know about your new patient portal. However, keeping them in the loop via direct contact is another option for promoting your portal.

Below is sample verbiage to get you started as you consider how you'll announce that a new portal is coming. Please note that this is for **sample purposes only**, and should be updated to include specific information as it applies to your practice.

We're pleased to announce that we'll soon be launching our new patient portal. The new patient portal allows you to:

- Communicate through secure messaging with your provider or care team
- View and manage appointments
- Request refills and/or review prescription medications
- View your child's health information, from visit notes to lab results
- Complete pre-visit surveys
- Pay your medical bills online

Keep an eye on your email inbox for a link to enroll. Once you have signed up for an account, you will have 24/7 access to our convenient online services.



We've created a [quick reference guide](#) for you to download and share with your families. You can include this link anywhere you're promoting your portal (such as on your website). It walks through everything a parent needs to know about navigating the portal, plus how to:

- Request and view appointments
- Submit medication refill requests
- Access their child's medical records, including immunizations, growth charts and vital information, visit notes, lab results, and medication history
- Request documents and forms
- Complete a survey
- Message the practice
- Pay their bill