

Promoting Your New Patient Portal

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Pre-launch: Announce that a new portal is coming

Here are some quick ways to promote your new OP Patient Portal. [A comprehensive guide to promoting your new OP Patient Portal can be found here.](#)

<input type="checkbox"/>	Create a landing page on your practice website to provide portal resources that you want to share with your patients. Link to it from your homepage, a website banner, or from your Practice News page. Include your launch date and this parent quick reference guide so that parents can be prepared.
<input type="checkbox"/>	Use social media to get the word out to your families who follow you. Here are some graphics and sample posts to get you started.
<input type="checkbox"/>	Don't forget - just before you go live, update any links that direct patients to your former patient portal, such as from the homepage of your practice website.



Post-launch: Continue to promote portal adoption

<input type="checkbox"/>	Print and post flyers in your waiting area(s), exam rooms, and at the front desk. Download the PDFs linked below to get started. Customizations can be made using Adobe Acrobat or another PDF editing tool. Print-ready Patient Portal Flyer (PDF) Customizable Patient Portal Flyer (PDF)
<input type="checkbox"/>	Continue using social media to boost portal adoption.