



THE LIBERALS KIT

"THE BOOST TO AN EFFECTIVE
COMMUNICATION"

SUMMARY

03

WHY HAVE GOOD COMMUNICATION?

Cultivating good communication when you are liberal is not always easy. However, it is crucial, but why?

04

HOW TO DEVELOP YOUR SOCIAL NETWORKS?

They are free of charge and allow you to establish a dialogue between you and your future patients, but also to keep in touch with your current patients.

05

"CREATING A WEBSITE, WHAT A NIGHTMARE."

It is often mistakenly thought that the creation of a website is very expensive and requires a lot of digital knowledge. Well, this is not true.

06

WHAT IF DIGITAL COMMUNICATION IS NOT WHAT I WANT?

A digital communication is not what you are looking for or you want to add a more "traditional" aspect to your communication, this page is for you.

07

USING C2CARE FOR BETTER VISIBILITY

Now that you are using C2Care's environments, take the opportunity to base your communication on it.

WHY IS GOOD COMMUNICATION IMPORTANT?

PROXIMITY, EFFICIENCY AND VISIBILITY ARE THE KEY WORDS FOR GOOD COMMUNICATION.

Communicating means above all making yourself known while enhancing your image and your skills. It is often said that the wealth of a profession is its patients. Your communication should not rely exclusively on word-of-mouth. The digitalization of your communication will allow you to be concise and precise while making it sustainable.

Effective communication will create a relationship with your clients and if it is digital, then this relationship will be based on almost immediate interactivity. Digital allows your medium to last a long time and your information to be updated in real time.

The law regulates the liberal professions with regard to the diffusion of advertising. That said, not everything is forbidden to you, there are still many ways for you to communicate with your (future) patients.



"Good communication is understanding the listener."

In this kit, we will give you the tools to master your communication. However, it is important that you contact your Order to find out what you can and cannot do in terms of communication.

Before you begin, ask yourself these questions: What am I looking for? Who is my target? What message do I want to get across?

Is it done? Then let's get started.





HOW TO DEVELOP YOUR SOCIAL NETWORKS?

SOCIAL NETWORKS; DIGITAL
WORD OF MOUTH

Let's start with a golden rule: never combine your private social networks with your professional ones. Your privacy is important, but the professional image you send out is also very important.

As a liberal, you cannot use your social networks as a direct advertisement of your activities. On the other hand, you can use them as a front window. To do so, do not hesitate to share educational content such as "The benefits of therapies in times of pandemic" or any other subject related to your profession.

You can also share content for information purposes. In other words: your opening hours, your rates, the address of your office...etc.

If you decide to hold professional social networks, tell yourself that you will no longer be just a practitioner, but also a community manager. These networks will allow you to develop a community of patients and future patients. The latter will most likely interact with your publications. It is necessary that you constantly keep an eye on what is going on there. Check that comments are written with respect. Moderating will also sometimes be helpful. Some members of this community will need you to answer their questions, for example.

A little tip: sometimes a little "I like" underneath a few comments, or a feedback comment from another, will make this community feel like it is being listened to. Thus, it will participate more actively on your networks. And more interaction, rhythm with more visibility! répondre à leurs questions par exemple.

Social networks can simply be considered as digital word of mouth. Get your message across, make sure it is not distorted by your community and that's it.



"CREATING A WEBSITE, WHAT A NIGHTMARE."

PROFESSIONAL LIBERAL, YES, INVISIBLE ON THE INTERNET, NO.

The online presence of liberals is heavily regulated by legislation, but it is not prohibited. You have the right to communicate through a showcase site.

What is a showcase site? It is a website that will present your services/activities without any advertising. On your site, you can put forward :

- . Who you are.
Your experiences, your trainings...
- . Pedagogical information.
Articles related to your activity, news about RV.
- . Information about the firm.
Schedules, prices, address, contact(s)
- . A blog.
To share pedagogical information, patients' opinions...

Think of this site as a catalog that will allow you to acquire contacts, new patients or simply visibility. These contacts will have access to your practice number, your rates, your experiences and will only have to get in touch with you.

Do not hesitate to connect your social networks to your showcase site and vice versa.

But how can you create a showcase site when you have no knowledge on the subject?

There are reputable software programs that will accompany you in all stages of creating your showcase site. Two major references: Wix and Wordpress. These two softwares do not require very advanced digital knowledge (especially for the creation of a showcase site). On the Internet you can easily find many videos presenting the two softwares as well as many tutorials that will explain how to use them.

Concerning the prices, they vary between 600 and 3,600 euros approximately.



WHAT IF DIGITAL COMMUNICATION IS NOT WHAT I WANT?

TRADITIONAL OR OFFLINE COMMUNICATION IS ALSO EFFECTIVE!

Always with the aim of informing and not canvassing, offline communication offers you multiple possibilities. Your goal remains the same as with digital communication: creating a network.

To start with, you can provide yourself with business cards. It's very easy to create. Go to a specialized website, like Vistaprint for example, choose a nice paper, a nice design, insert your contact information and you're done. These business cards can then be placed in your office, distributed to your patients or even at a special "afterwork" evening for healthcare professionals. These evenings are ideal for networking.

Building a patient network is essential, but building a network of healthcare professionals is also important.

To build this network of professionals, all you have to do is let them know of your presence and activities. If your practice is located in a small town, don't hesitate to visit the doctors and leave them business cards. If you live in a large city, you can signal your presence by sending them an e-mail. If they reply, offer to leave them business cards.

Beyond the doctors, getting in touch with other liberal practitioners could work in your favour. Who knows? Maybe some of their patients need Virtual Reality Exposure Therapy (VRET) and in that case, some of your colleagues will refer them to you.

Traditional communication will reinforce word of mouth. We advise you to target not only patients, but also healthcare professionals. Also keep in mind that offline communication can be built around digital communication for better results, but that this is not a necessity.



USING C2CARE FOR BETTER VISIBILITY

YOU ARE NOT ALONE, USE C2CARE TO YOUR ADVANTAGE IN ORDER TO MAXIMIZE THE REACH OF YOUR COMMUNICATION.

Do you know **Psy live** ? Psy.live is a directory of practitioners set up by C2Care. The creation of a free account will allow you to :

- to have more visibility on the Internet
- to offer remote sessions
- Create a complete profile with your contact information so that patients can contact you for a physical appointment.
- to be paid via Paypal in a secure way
- maintain an online patient logbook for your patients
- send messages to your patients
- expand your network
- to have a privileged access to the "Formation" tab

Myc2care has just been updated, so it's a good time to register if you haven't already done so. Once registered, don't hesitate to share on your social networks (and your showcase site) your arrival on the platform. We are always happy to welcome new practitioners on myc2care so don't hesitate to mention us on your networks with @c2care!

In general, we encourage you to share on your social networks your experience (and that of your patients) with Virtual Reality Exposure Therapy (VRET). We will then share your publications on our networks, giving you the opportunity to take advantage of C2Care's network to make yourself known to a larger number of people.

Good to know: on our C2Care website, at the bottom of the page, you have access to a "press area". On top, you will find visuals of all environments. You can use these visuals for your networks or your showcase site, provided you integrate a redirection link to C2Care.

