

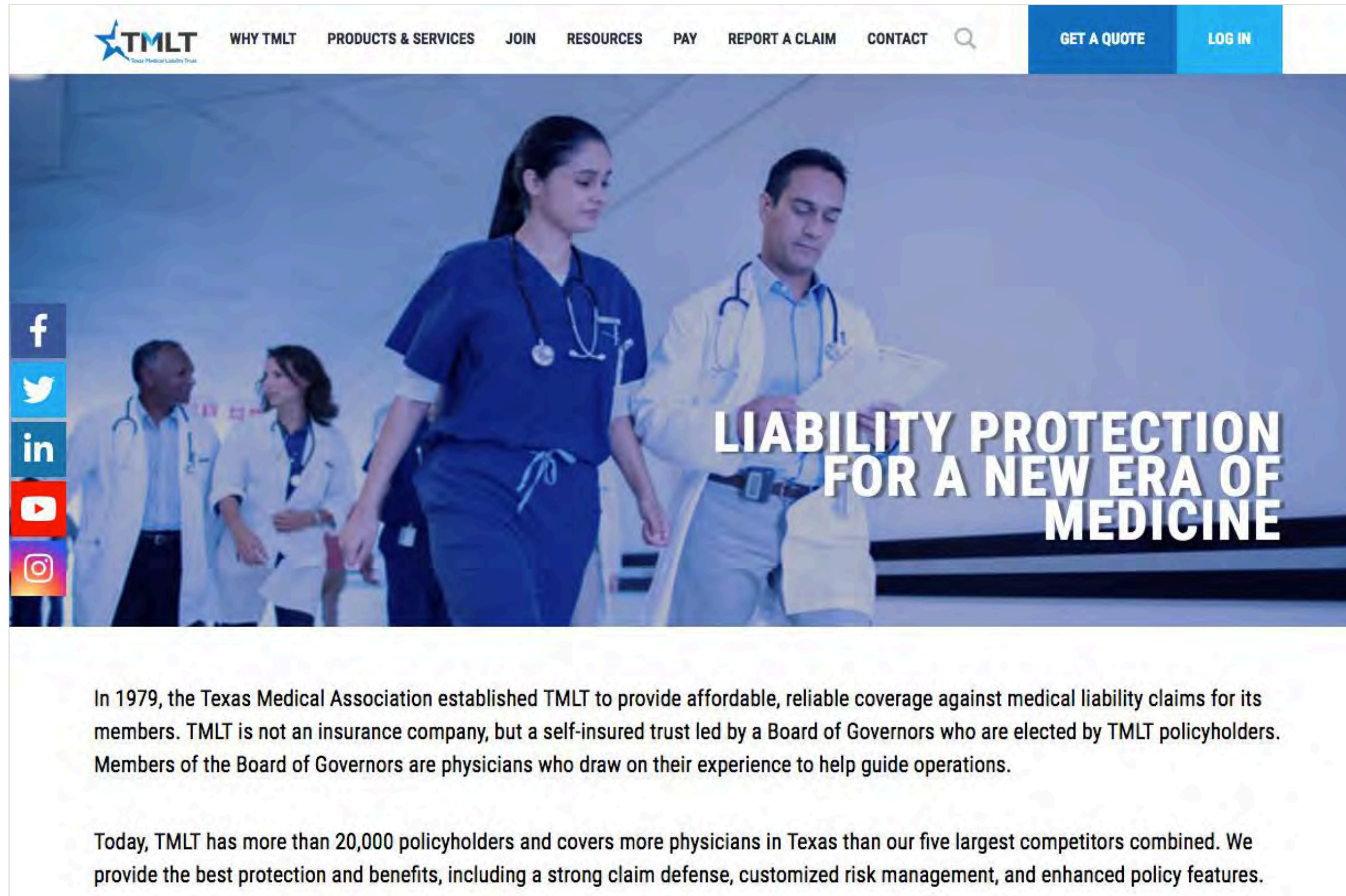
Digital Marketing: 10 Strategies for Success



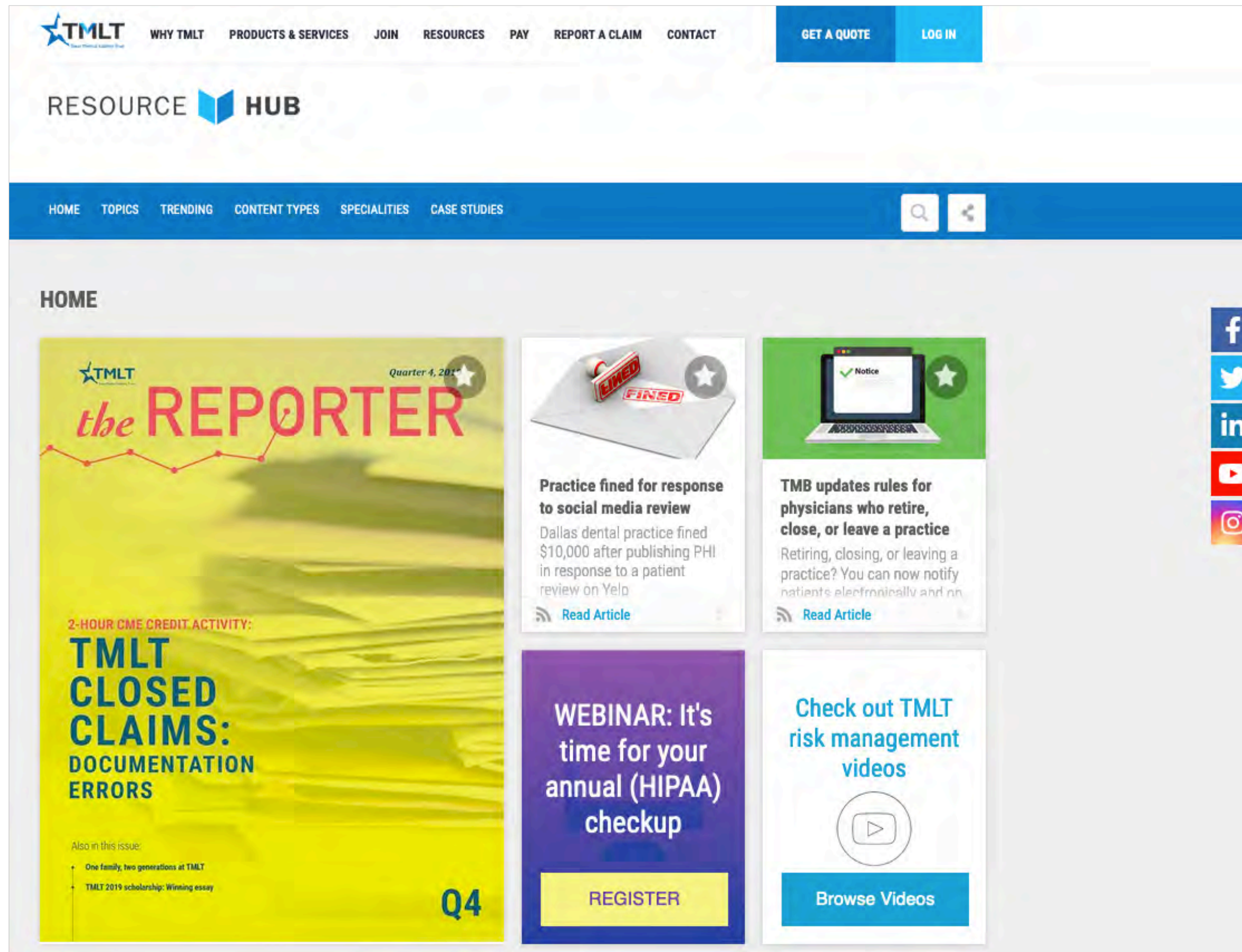
about TMLT

- created in 1979 by the Texas Medical Association;
- more than 20,000 policyholders and cover more physicians in Texas than our next five largest competitors combined; and
- offer coverage to physicians outside of Texas through Lone Star Alliance, RRG.
- We focus on ways to support physicians so they can practice without unnecessary burdens or red tape. This includes a strong claim defense, comprehensive risk management, and legislative advocacy.






TMLT's digital brand — tmlt.org



TMLT's digital brand — Resource hub



TMLT's digital brand — myTMLT

800.580.8658   

myTMLT

Certificate of Insurance/Claims History

Request Certificate of Insurance/Claims History

Robert J Test, MD | [Log Out](#)

Account Overview

Policy

Risk Management Help

CME

Certificate of Insurance/Claims History

Profile

Log Out

Certificate of Insurance/Claims History

CERTIFICATE OF INSURANCE/CLAIMS HISTORY REQUEST FORM

Please select the desired values from the fields below. Your generated Certificate of Insurance/Claims History document will be emailed to the email address selected below.

Send Document To

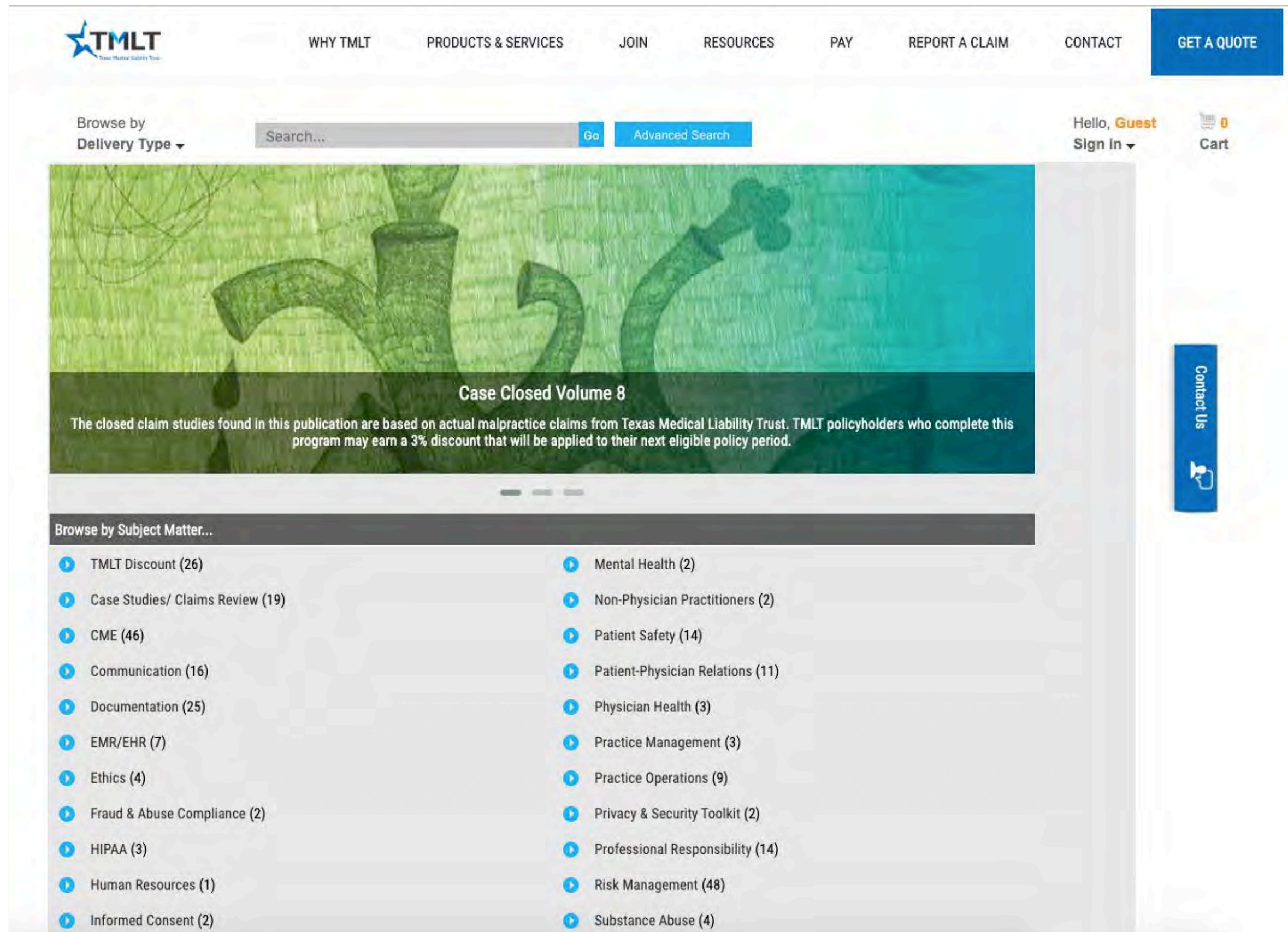
Please select from the following policies:

Generate Document

Texas Medical Liability Trust is the only medical professional liability insurance provider created and exclusively endorsed by the Texas Medical Association.

© TMLT All Rights Reserved | Rated A (Excellent) by A.M. Best Company | [Copyright and Privacy Policy](#) | [Contact Webmaster](#) | 800-580-8658 | 512-425-5800 | Fax: 512-328-5637

TMLT's digital brand — CME site



The screenshot displays the TMLT (Texas Medical Liability Trust) CME (Continuing Medical Education) website. The header features the TMLT logo and a navigation menu with links: WHY TMLT, PRODUCTS & SERVICES, JOIN, RESOURCES, PAY, REPORT A CLAIM, CONTACT, and a prominent blue button labeled GET A QUOTE. Below the header, there is a search bar with a 'Go' button and an 'Advanced Search' link. A 'Browse by Delivery Type' dropdown menu is also visible. On the right side of the header, there is a user greeting 'Hello, Guest' with a 'Sign In' dropdown and a 'Cart' icon showing 0 items. The main content area features a large banner for 'Case Closed Volume 8' with a green and blue abstract background. Below the banner, there is a section titled 'Browse by Subject Matter...' which lists various topics and their corresponding counts. A vertical 'Contact Us' button is located on the right side of the page.

Header Navigation:

- WHY TMLT
- PRODUCTS & SERVICES
- JOIN
- RESOURCES
- PAY
- REPORT A CLAIM
- CONTACT
- GET A QUOTE

Search and User Options:

- Browse by Delivery Type ▾
- Search... [Advanced Search](#)
- Hello, **Guest** [Sign In ▾](#)
- 0** [Cart](#)

Main Content Area:

Case Closed Volume 8

The closed claim studies found in this publication are based on actual malpractice claims from Texas Medical Liability Trust. TMLT policyholders who complete this program may earn a 3% discount that will be applied to their next eligible policy period.

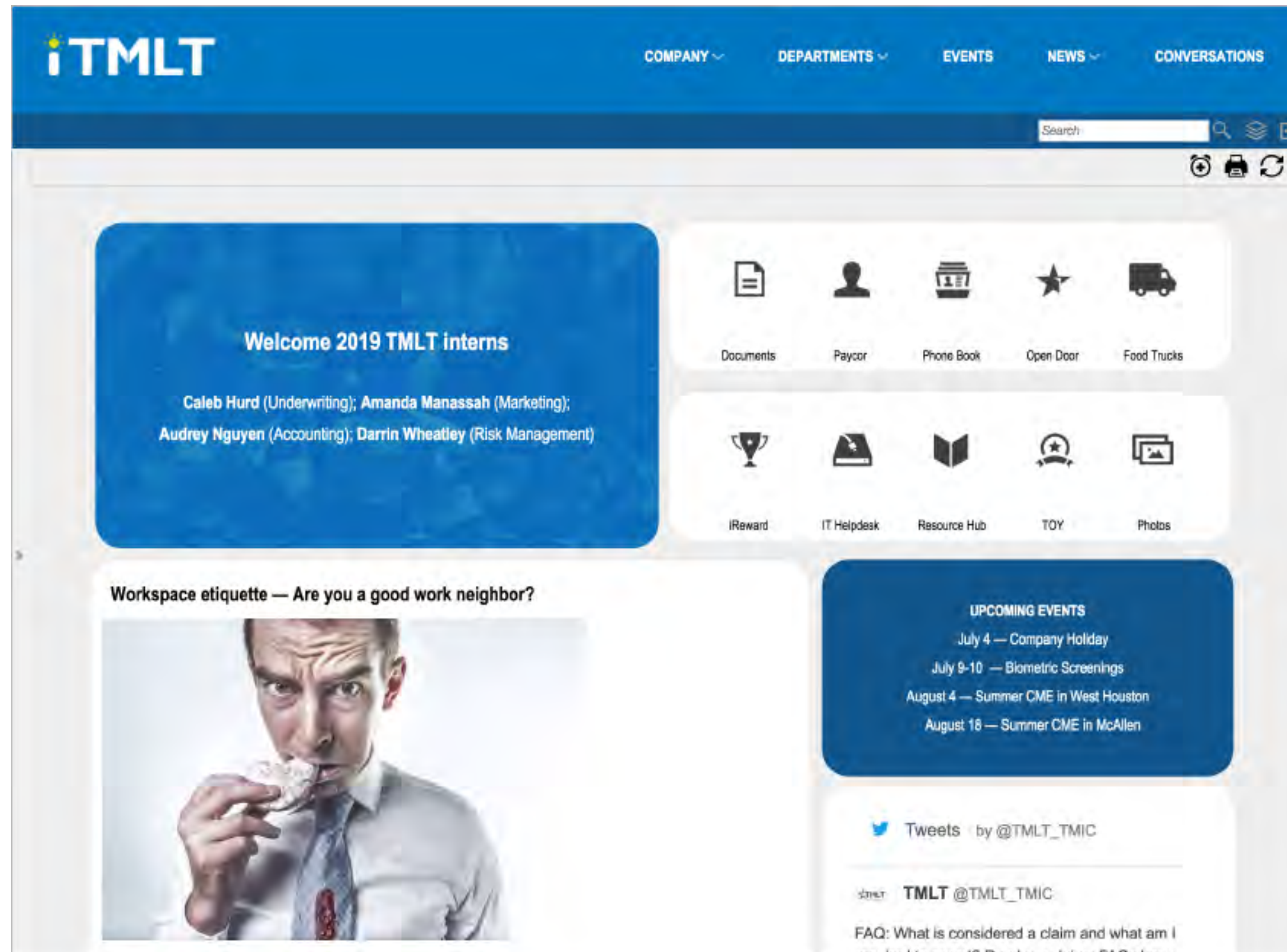
Browse by Subject Matter...

▶ TMLT Discount (26)	▶ Mental Health (2)
▶ Case Studies/ Claims Review (19)	▶ Non-Physician Practitioners (2)
▶ CME (46)	▶ Patient Safety (14)
▶ Communication (16)	▶ Patient-Physician Relations (11)
▶ Documentation (25)	▶ Physician Health (3)
▶ EMR/EHR (7)	▶ Practice Management (3)
▶ Ethics (4)	▶ Practice Operations (9)
▶ Fraud & Abuse Compliance (2)	▶ Privacy & Security Toolkit (2)
▶ HIPAA (3)	▶ Professional Responsibility (14)
▶ Human Resources (1)	▶ Risk Management (48)
▶ Informed Consent (2)	▶ Substance Abuse (4)

Right Side Navigation:

- [Contact Us](#)

TMLT's digital brand — iTMLT



TMLT's digital brand — Facebook

Texas Medical Liability Trust (TMLT)

At TMLT, we have you covered.
No matter how your job evolves.

WANTED:
Doctors who just want to be doctors.

Like Following Share Send Message

Photos

Want **CLOSED CLAIM STUDIES** sent **DIRECTLY TO YOUR INBOX?**

Receive one study each month with TMLT's *Case Closed* e-newsletter, a publication featuring closed claim studies.

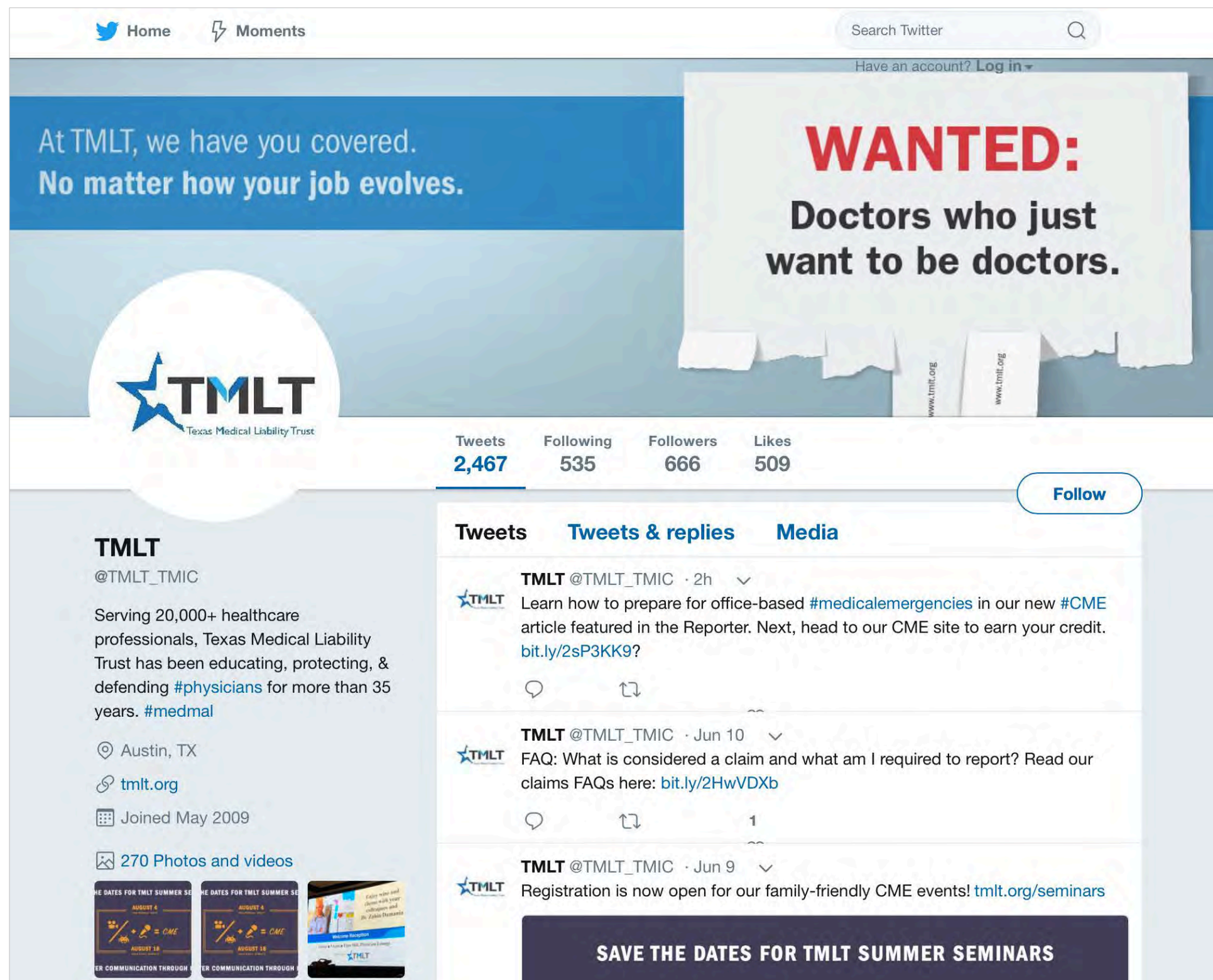
9.8 out of 10 · Based on the opinion of 11 people

ABOUT TEXAS MEDICAL LIABILITY TRUST (TMLT)


Partnership for a new era of medicine.

With more than 20,000 health care professionals in its care, Texas Medical Liability Trust (TMLT) pr...

TMLT's digital brand — Twitter




TMLT's digital brand — LinkedIn






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TMLT
Insurance • Austin, TX • 726 followers

 +22 **25 connections** work here. [See all 122 employees on LinkedIn](#) →

[Following](#) [See jobs](#)

About us

With more than 20,000 health care professionals in its care, Texas Medical Liability Trust (TMLT) is the largest and most respected medical liability insurance provider in Texas.

In 1979, TMLT was created by physician members of the Texas Medical Association to establish a source of affordable and stable malpractice insurance in Texas. Today, governed by a Board of Trustees whose members are all physicians, TMLT sets the standard for coverage and service that is unmatched in Texas and in our industry. TMLT is rated A (Excellent) by A.M. Best Company and is

Recent update

[See all](#)

SAVE THE DATES FOR TMLT SUMMER SEMINARS


AUGUST 4
Dallas, TX • 10:00 AM - 12:00 PM


AUGUST 18
Dallas, TX • 10:00 AM - 12:00 PM


BETTER COMMUNICATION THROUGH IMPROV

McAllen and Katy, Texas – we're bringi...



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**Free demo of Quick Access**
Why do companies use Quick Access for emergency plans? Request demo today!

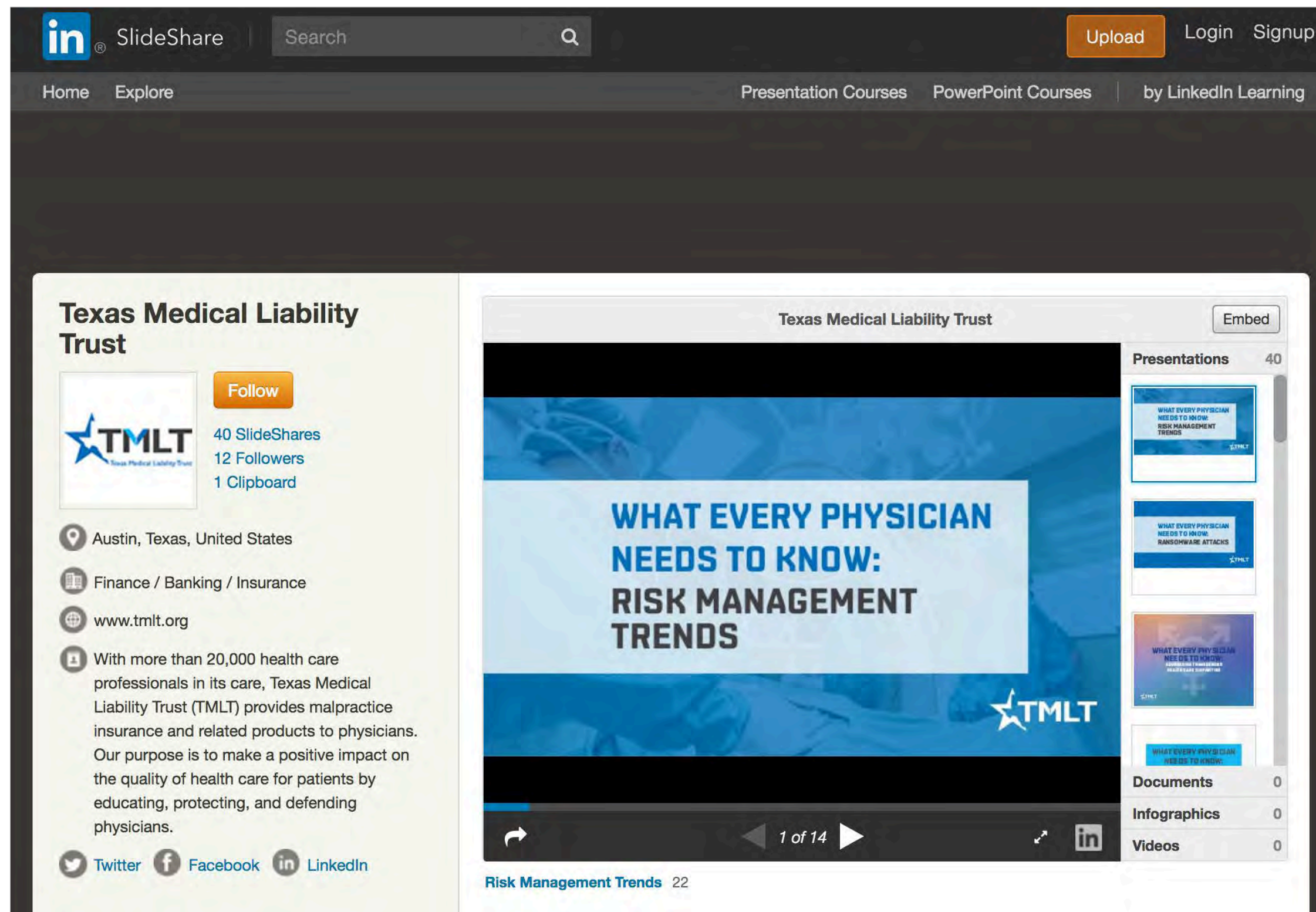
**Invest in early-stage**
Hassle-free diversification in up to 25 highly-vetted startups.

**No GRE/GMAT Required**
Supercharge your leadership skills with an MBA from top CEO Jack Welch.

People also viewed

**The Littleton Group**
Insurance
51-200 employees
 1 school alumnus works here

TMLT's digital brand — SlideShare

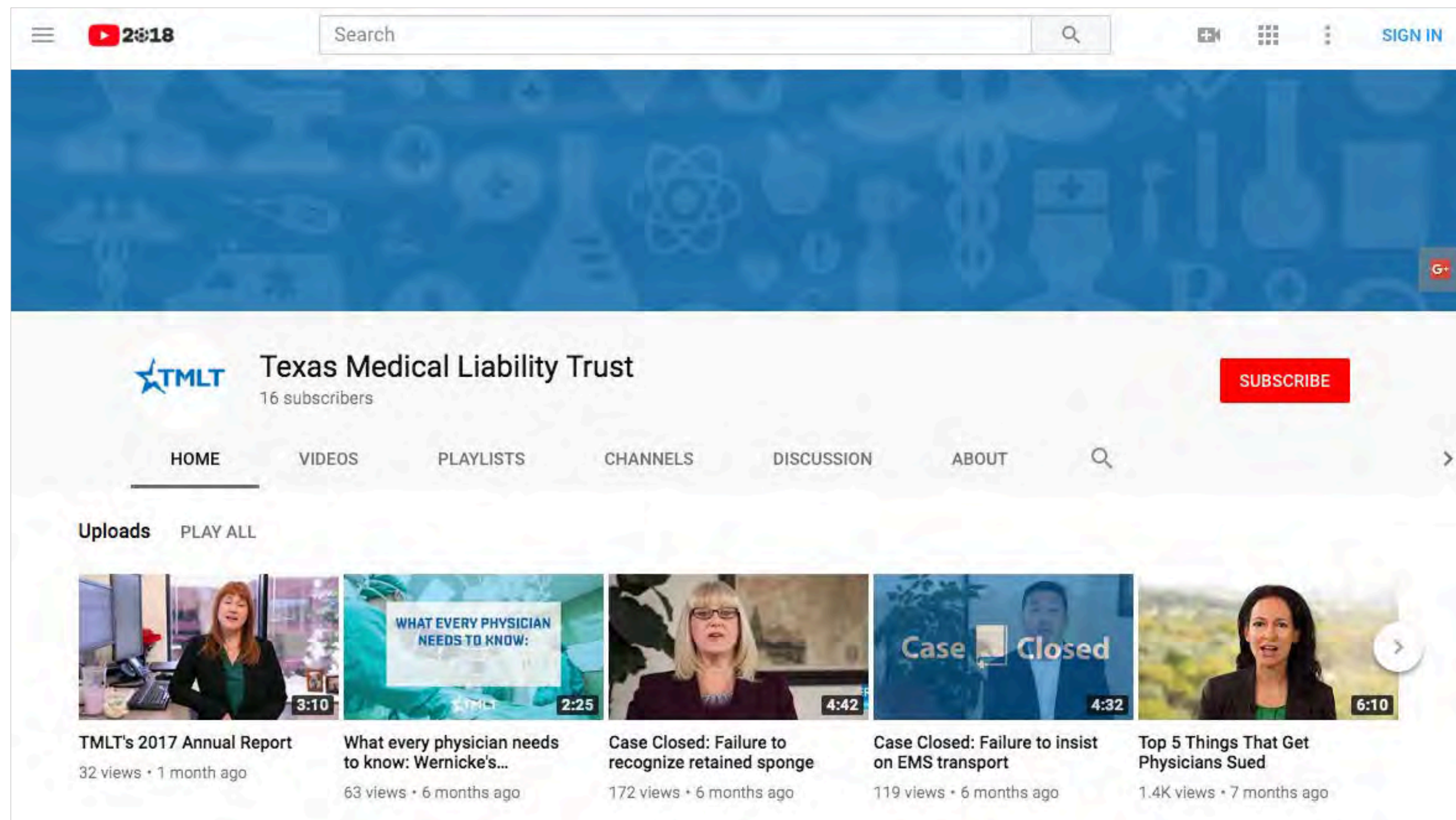


The screenshot displays the SlideShare interface for the Texas Medical Liability Trust (TMLT) profile. The profile is located on the left side of the page, featuring the TMLT logo, a 'Follow' button, and statistics: 40 SlideShares, 12 Followers, and 1 Clipboard. The profile also lists the location as Austin, Texas, United States, the industry as Finance / Banking / Insurance, and the website as www.tmlt.org. A bio states: 'With more than 20,000 health care professionals in its care, Texas Medical Liability Trust (TMLT) provides malpractice insurance and related products to physicians. Our purpose is to make a positive impact on the quality of health care for patients by educating, protecting, and defending physicians.' Social media links for Twitter, Facebook, and LinkedIn are provided at the bottom of the profile section.

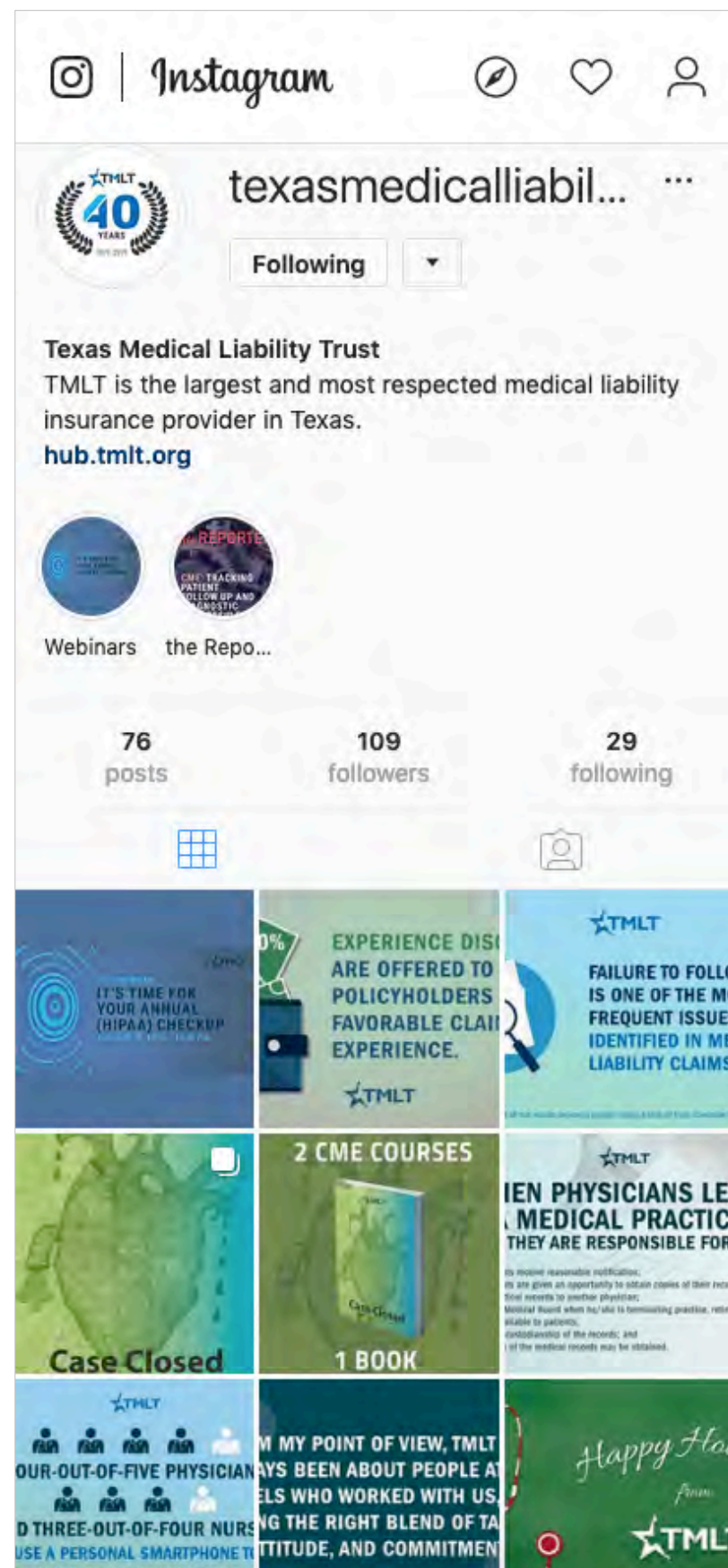
The main content area shows a presentation titled 'WHAT EVERY PHYSICIAN NEEDS TO KNOW: RISK MANAGEMENT TRENDS' by TMLT. The presentation is displayed in a viewer that shows the first slide of a 14-slide deck. The slide features the TMLT logo and the title. The presentation is categorized under 'Presentations' and has 40 views. A sidebar on the right lists other presentations and documents, including 'WHAT EVERY PHYSICIAN NEEDS TO KNOW: RISK MANAGEMENT TRENDS', 'WHAT EVERY PHYSICIAN NEEDS TO KNOW: RANSOMWARE ATTACKS', and 'WHAT EVERY PHYSICIAN NEEDS TO KNOW: HEADLINE NEWS'. The sidebar also shows counts for Documents (0), Infographics (0), and Videos (0).

At the bottom of the presentation viewer, there is a navigation bar with a back arrow, a progress indicator showing '1 of 14', a forward arrow, and a LinkedIn logo. Below the navigation bar, the title 'Risk Management Trends' is displayed with a count of 22.

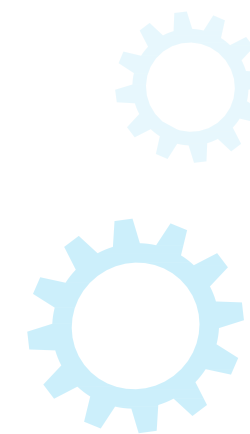
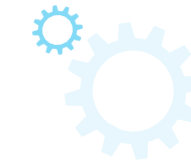
TMLT's digital brand — YouTube



TMLT's digital brand — Instagram

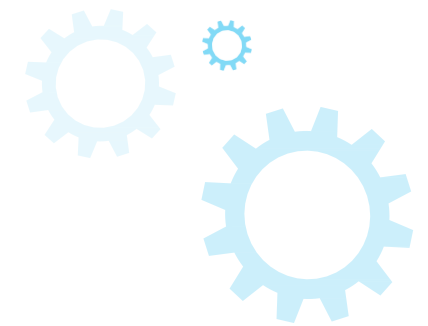


10 Strategies for Success



1. emphasize the importance of digital marketing

- Your audience is already there
- Connects you with prospects who are looking for your product
- Opportunity to communicate with a specific audience
- Digital gives us greater access to our audience, but we have less of their attention

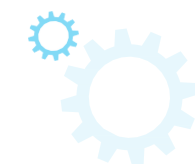


2. be responsive

digital marketing

- Interactive
- Answer questions
- Respond to comments
- Make changes
- Opportunity to show your human side

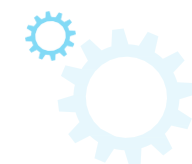
It's about conversation and connection.



3. stay “on brand”

digital marketing

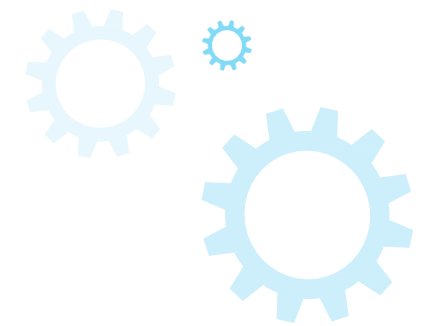
- Be consistent
- Establish policies and standards
- Make sure you are using resources wisely

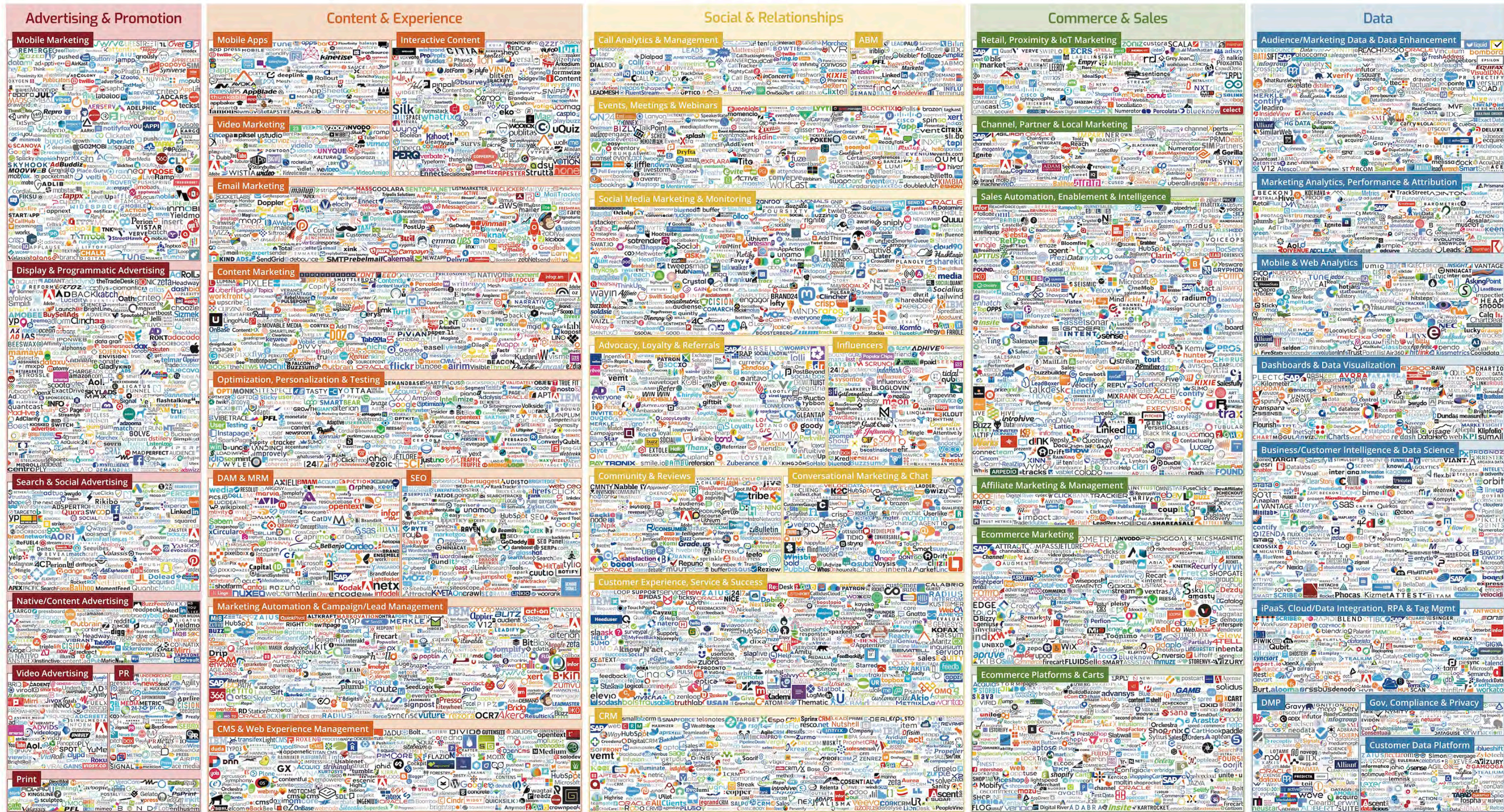


4. invest in the right tools

digital marketing

- Don't rely on IT
- Marketing/Communications/Business Development must own it
- Content management system for website
- Marketing automation system for email
- Social media monitoring
- Ideally, tools integrate with your CRM





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5. test and experiment

digital marketing

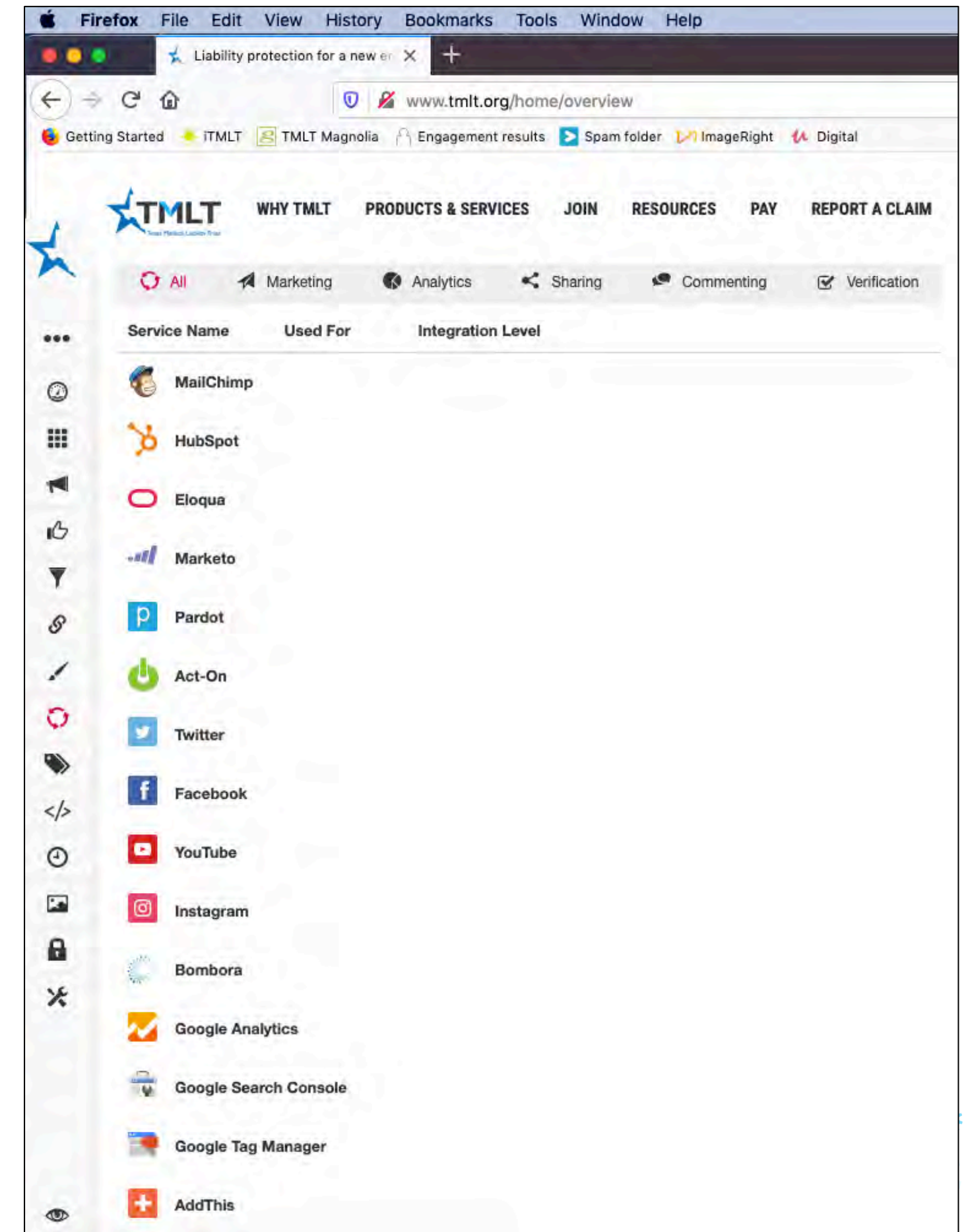
- It's easier to try out new ideas
- On-the-spot feedback
- Easy to make changes
- It's “mostly” free to try



6. track and understand data

digital marketing

- Google Analytics
- CMS site analytics
- Marketing automation can report on clicks, open rates
- Social media tracking
- Connect with your CRM system



7. be flexible

digital marketing

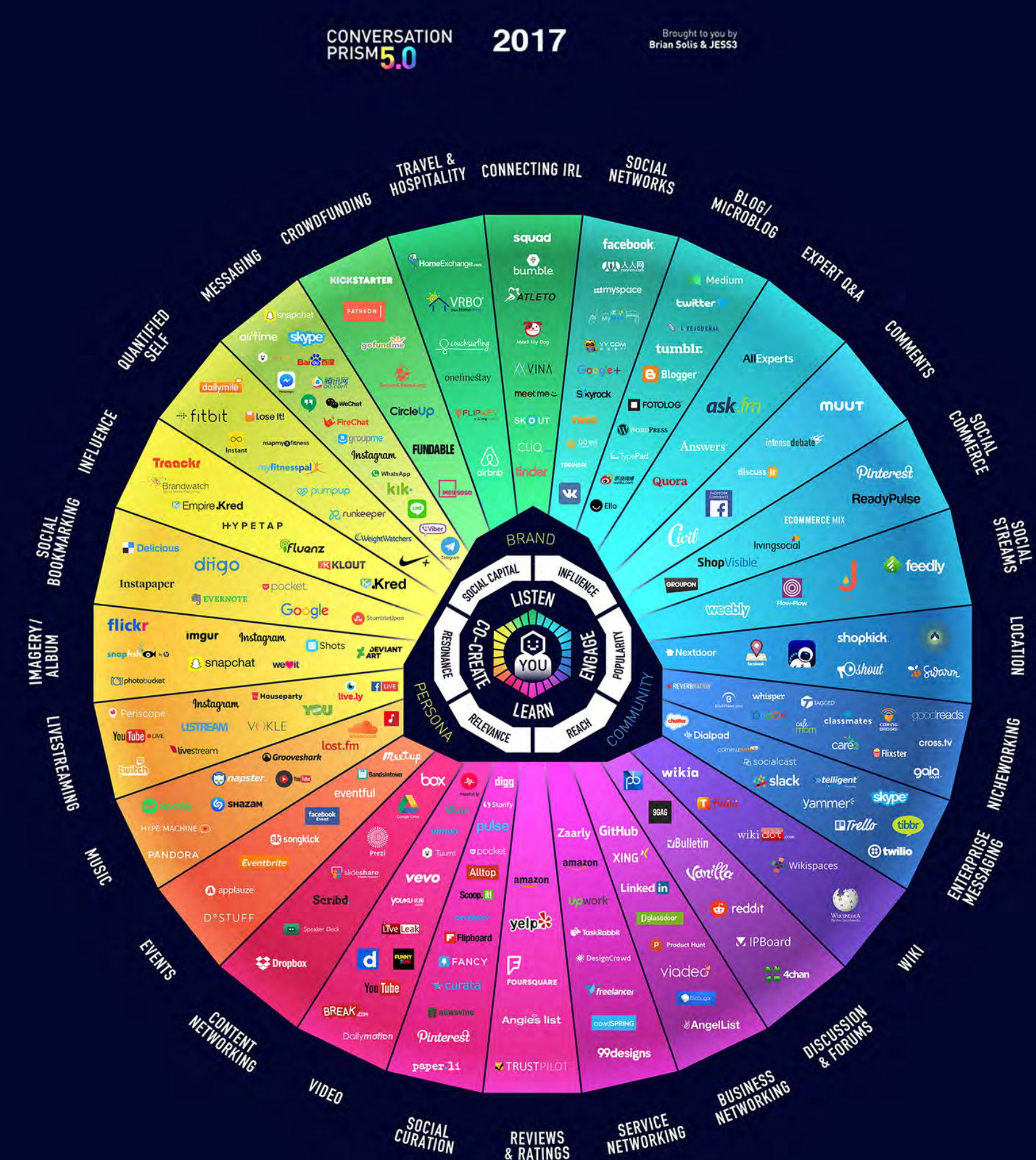
- Willing to change direction
- Adopt or drop a social media tool
- Change or use more than one content format

Get out of your own way.



8. don't rule anything out digital marketing

- Video series
- Podcasts
- Webinars
- Infographics
- Website advertising
- Pay-to-promote



9. pay attention to trends



9. pay attention to trends

digital marketing

Find out what the next big thing is and get there before it becomes the next big thing.

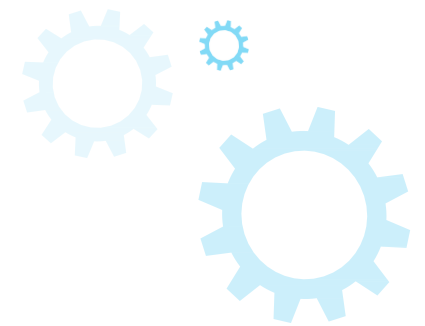
- Websites
- Social media
- Messaging applications
- Forums
- Search



10. keep track of new laws, regulations

digital marketing

- Email — CAN-SPAM Act
- Cookies — CCPA
- State, federal, international laws — GDPR
- Insurance regulations
- Copyright



in summary

1. Understand and communicate the importance of digital marketing.
2. Digital marketing should be responsive.
3. Stay “on brand.”
4. Test and experiment with tools and methods.
5. Invest in the right digital marketing tools.

in summary



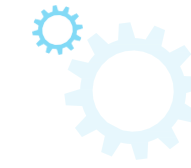
6. Track and understand your digital marketing data.
7. Be flexible in your approach.
8. Don't rule anything out.
9. Pay attention to trends.
10. Keep track of laws and regulations.



tmlt marketing



questions?



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www.tmlt.org

<https://hub.tmlt.org/authors/laura-brockway>

