MOSEBURY MEDIA

Marketing a private psychiatry practice with care

People who search for psychiatric help are often in distress. Marketing in this field must be especially careful, and this guide explains how.

Set the right tone

Write calmly and plainly. Explain what you assess and treat, who will see the patient, how long the wait is and what it costs. Avoid urgency and avoid any suggestion that a reader needs treatment.

Be precise about assessments

For services such as ADHD and autism assessment, state who carries out the assessment, what it involves, what the report contains and what happens afterwards. Explain prescribing and shared care arrangements honestly. Do not imply that a diagnosis is the expected result.

Protect confidentiality

- Keep enquiry forms short and do not ask for clinical detail
- Explain how information is stored and who sees it
- Never confirm in a review reply that someone is a patient
- Avoid remarketing adverts that follow visitors around the web

Show urgent help

Every page should tell visitors what to do in an emergency and where to find urgent support, because some will arrive in crisis.

Related pages

- Marketing for psychiatrists
- Content and copywriting

Common questions

Can a psychiatrist advertise ADHD assessments?

Yes, if the information is factual and balanced, the pricing is clear and no outcome is promised.

Should a psychiatry practice collect online reviews?

It can, but many choose not to seek them actively because of confidentiality. Any reply must not confirm attendance.

Checklist

- ☐ Our pages explain fees and waiting times clearly
- ☐ Assessment pages do not promise a diagnosis
- ☐ Enquiry forms do not ask for clinical detail
- ☐ Urgent help information is on every page
- ☐ We do not use remarketing adverts

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