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Personal branding for surgeons

A surgeon's reputation is their most valuable professional asset. A personal brand makes sure that reputation is visible and under your control.

What a personal brand is

A personal brand is the consistent impression people form when they search for you. It includes your name, your photograph, your website, your profiles and what you publish.

Why it matters

Hospital websites change, and surgeons move between providers. If your visibility depends on a page you do not control, it can vanish overnight. Your own brand travels with you.

The building blocks

- A professional photograph and a simple visual identity
- Your own domain name and website
- A complete LinkedIn profile
- Accurate entries on hospital, insurer and review sites
- A small library of articles or short videos under your name

How much effort it takes

Once the foundations are in place, a short conversation each month is enough to produce useful content. The work is steady and modest, and the results build over time.

Related pages

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- Digital brand launch

Common questions

Is personal branding appropriate for a doctor?

Yes, when it is factual and professional. The aim is accurate information about your expertise, presented clearly.

Should my practice use my own name?

For a solo surgeon, your own name is usually the strongest brand because patients and referrers already search for it.

Checklist

- ☐ I own my domain name
- ☐ I have a professional photograph
- ☐ My LinkedIn profile is complete
- ☐ My hospital and insurer profiles are accurate
- ☐ I publish something useful under my name each month

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