

PATIENT CONVERT PODCAST

GROWING YOUR PERSONAL PHYSICIAN BRAND W/ KEVIN PHO MD



WITH HOST KELLEY KNOTT & JUSTIN KNOTT
SPECIAL GUEST: KEVIN PHO MD

KELLEYKNOTT.COM



This was transcribed with AI. Please excuse the typos!

Kelley Knott: [00:00:10] Hey, everyone, and thank you so much for joining me for another episode of the Patient Convert podcast. We are super excited about today's guest. We have a doctor going with us today from Kevin M.D. I know everyone knows so much about your blog and your Web site. And in the medical education, you're able to put out there from the words and specialist. So please tell my listeners a little bit about who you are, what you do, and kind of know how you get started in this journey.

Justin Knott: [00:00:40] Well, thank you so much for having me. It's so wonderful to be here. So my name is Kevin Pho and I'm an internal medicine physician. I've been practicing for almost 19 years now in Nashua, New Hampshire, which is about 45 minutes north of Boston.

Kevin Pho MD: [00:00:53] I still see patients three to four days a week. And I started kevinmd.com, which started off as a blog back in 2002.

Kevin Pho MD: [00:01:01] And it certainly has grown into an online platform where I not only have the blog, but I have a newsletter, Twitter, LinkedIn, Facebook. And I used to

really share and amplify the stories of the many who intersect with our health care system but are rarely heard from. And these are stories not only from physicians, but also from personnel across the healthcare spectrum. So we're talking about nurse practitioners, physician assistants, medical students, nurses and, of course, patients as well.

Kevin Pho MD: [00:01:31] And it's been a tremendous journey. And I wouldn't be on this podcast if it wasn't for Kevin MD. And really excited to talk to you and share my story today.

Kelley Knott: [00:01:41] Yeah, that's absolutely great. I love the idea of opening it to not just physicians, but the entire healthcare system and different individuals. Not so I'm going to jump into our first question.

Kelley Knott: [00:01:51] And so in your journey as an internal medicine physician, you're seeing patients who are obviously crazy busy and time is very limited. What made you decide that you were going to invest in this blogging Web site for your health care professionals?

Kevin Pho MD: [00:02:05] Well, the election a secret because it definitely wasn't planned. Like I sat down in 2002, and had a business plan. And I said, this is exactly what it's going to be.

Kevin Pho MD: [00:02:15] When I first started, there weren't very many physician blogs. In fact, you probably count them on one hand and blogging itself was just in its infancy. And I remember at that time in 2002, there was a drug recall and I wrote an article about it. And the next day I was in the exam room with the patient. And the first thing that patient said to me was, thank you, Doctor Pho. I actually read your blog post this morning and I was comforted by what you had to say. And now I realize there are other options for this drug that was recalled. And that was when I realized that we could really have a voice not only in the exam room, but outside of the exam room as well. And it's tremendously important for us to have these platforms because, as you know, patients are going online to research a health condition. Studies say that seven out of ten Internet users use the Web to look for health care information. And especially now,

we're in the midst of a pandemic and we have to be aware that there is a lot of misinformation and a lot of bad medical information that's out there.

Kevin Pho MD: [00:03:16] Yeah, it's been a tremendously important tool to connect with these patients and got either be a source of reputable health care information or a guide to better health care information. And as social media has evolved and now we have other tools other than blogs like podcasts like Facebook and Twitter and YouTube and LinkedIn, we have more avenues than ever to not only connect with patients, but with other clinicians as well. And it's been a tremendously fascinating journey. Social media as of all through the years.

Kelley Knott: [00:03:48] Yeah. That's incredible. And I love how you said to him how thirsty patients were to get this information. And I think that's really important for physicians.

Kelley Knott: [00:03:57] I know because I have patient, you can go online. I can be really scary, you know, when you're researching something and all of a sudden you're seeing the big C word. And, you know, sometimes you're just a gosh. I'd really just like to know from the physician themselves. And I really enjoy that. Your blog has so many viewpoints from so many health care professionals. And I know one of the things in starting this journey, like you said, in educating patients and having that voice outside the practice. What were some of your biggest challenges kind of stumbling onto this blogging, you know, besides, you know, seeing patients in the practice now you're trying to, you know, educate them outside. And what are some of your biggest challenges kind of in the beginning and maybe, you know, still today?

Kevin Pho MD: [00:04:39] Yep. So as physicians, we have very little training when it comes to building online platforms. I'm certainly not a writer. I don't have a journalism background. And when it comes to the technical side of creating platforms, we have zero training in that as well in terms of utilizing social media.

Kevin Pho MD: [00:04:54] The marketing aspects that go way to us copyediting copywriting. These are all things that we just don't have any training. So I essentially I learned on the fly. The good news about medicine is that we're always a few years behind other industries. So if you look at other industries. Like the tech industry, like the

newspaper industry and see some of the trends that they're going through and you apply to health care, you'll always be a few years ahead, occur ahead of the curve. And that's essentially what I did. I just looked at trends from other industries and I thought to myself, how can we apply these trends to medicine? How can online platforms in other areas and venues apply to health care medicine?

Kevin Pho MD: [00:05:32] And by applying those trends to health care, you would always be a pioneer.

Kevin Pho MD: [00:05:40] You'll always be one of the first to do it. So that was really my guiding principles. And certainly some of the challenges that were there. Of course, there are some things that you can't do in medicine they can't do in other industries. We have to be careful about things like patient privacy. And we have a very huge spectrum of opinions when it comes to health care.

Kevin Pho MD: [00:06:01] So I've certainly has challenges in terms of moderating voices, because health care, as you know, is very political. You talk about politics. It is often an endless conversation is often fruitless. So certainly there's challenges there in terms of creating that conversation. But you want to moderate it so it doesn't veer off the rails as many conversations about politics go. So a lot of the stuff I did learn on the fly, but after doing this for close to 17, 18 years now, I've pretty much everything that there is to be out there. There's very little that surprises me. And I think this is only things I could learn from experience because there are very few books about this and it's certainly something that we don't learn in medical school residency.

Justin Knott: [00:06:55] Have you seen. I would imagine. Because we I mean, we're we're sitting here now talking about it from an individual kind of physician branding and and leaving your legacy online. Have you seen over the trajectory of your site? Of course. I would imagine, like you said, you've been doing this for 17 years. There weren't a lot of doctors and states doing this at all of you. It was probably difficult to come up with a lot of that content that now you probably have submitted on a regular basis with doctors vying for attention. So what have you seen historically with doctors wanting to build a platform like you? Have you seen a surge of user generated content of people reaching out to you, trying to get advice? What have you seen?

Kevin Pho MD: [00:07:37] Yep. So I think that there's been a slow acceptance of how important it is for physicians to have their own online platforms. And I think nowhere is that more important than during the current pandemic that we're in now where we're sharing stories about physicians who are getting silenced if they speak out about a lack of personal protective equipment, that hospitals are threatening to fire health care professionals who talk to the media. These are issues that are vitally important to our profession and to health care workers because we're talking about our own safety web physicians and nurses are on the frontlines and they don't have the proper equipment. But if they're silenced and they can't get their voice heard, then nothing really is going to change. So what are the lessons that I hope everyone learns from this pandemic is that it's so important for us not only to have our own voice, but a platform for which we can get those voices heard and we need to own that platform. That platform cannot be under the auspices of a company or your hospital or your medical institution. We ourselves as physicians need to own that platform because that's really the only way that we can get their voice heard and hope to hope to make a change.

Justin Knott: [00:08:50] I had a guest on John Wall who who's kind of like you are a pioneer. He's pioneer in the podcasting space. He has a podcast called Marketing Over Coffee, but he alluded to that for multiple reasons for what you just said, to control your own voice. But controlling your landscape long term because of Facebook shuts down their algorithm or LinkedIn changes. And you've been so reliant on those things for your audience. If you haven't built your own engaged audience, you're kind of at the mercy of other people. And why that's so important as people who didn't do that. And all of a sudden they were forced to close their practices, but they had nobody listening at that point.

Kevin Pho MD: [00:09:29] I can't add any point that I completely agree.

Kelley Knott: [00:09:32] Well, when you are deciding and you're building your your platform and you're starting to get your voice out there, which I love the way you said that kind of building is powerful and getting your voice. Some physicians I know, even the clients we have and people that reach out ask, you know, what do I write about? How, how how can I consistently create content? And I think they have a few ideas in the beginning. But I think sometimes it can be an overwhelming thought for them on creating consistent content. So for your direction, how did you help focus on only

creating consistent content? But how did you get creative? Making sure is what A reader. Want to read and B you could still be a good authority in space.

Kevin Pho MD: [00:10:13] Sure. So whenever I talk to physicians who want to get online or want to start a platform or want to get into social media, they need to know why they want to do it first. They've got to start with the purpose. I think that a lot of physicians get intimidated when they're forced to go on social media because there are so many options that are out there and it's completely intimidating. So doctors ask themselves, why do I need to get the social media? There's so many things that I rather be doing. But if you start with a purpose, first thing, start with your why. Right. And start. Well, what's the purpose? You want to get out? What do you want to connect with patients. You want to advocate for change. They want to talk about health care reform. Or do you simply want to manage your online reputation? You want to start with that reason first and then use social media platforms that are out there to to support why you're doing this.

Kevin Pho MD: [00:11:01] For instance, if you want to connect with patients and just educate them, I think Facebook and having a platform there is probably a good idea because so many patients are on Facebook. If you want to talk about health care reform, you could just start with dipping your toes on Twitter. And it's listening to where the conversation is if you want to make videos. If you want to write articles, then of course, that we have blogs for that for more longer form content and videos. You just certainly do that. Also what Facebook and YouTube. But I think that rather than focusing on the platform itself, you want to focus on why you're doing that. And you talked about the difficulty of creating content. And of course, that's really going to be the challenge for any health care marketer, because, as you know, every platform is like a hungry beast. You always have to keep feeding this beast with the biggest, biggest challenges. I think that once you start with why you're doing this, what's the purpose that you're trying to? What's the message that you're trying to convey? And what a mission of your online platform? I think that makes it easier. In terms of a more practical, more practical piece of advice I can give is really just start with a schedule.

Kevin Pho MD: [00:12:11] No set frequency that you can post content.

Kevin Pho MD: [00:12:18] I think it just has to be a regular schedule, whether it's once a week, whether it's twice a week, whether it's three times a month, whether it's four times a week, you want to stick to that set schedule. So physicians who are very busy and just want to dip their toes into it. They want to start with a platform that perhaps has less of a commitment, perhaps with like Facebook and Twitter. And once they get comfortable being online, that they could start a blog, which certainly takes a little bit more of an investment. But I think the payoff is it would be more than than than it then a platform, say, on on Facebook or Twitter. But if you just want to dip your toes in first and see if they're comfortable being online, I probably would start with a platform is ready made and then as it gradually become more comfortable and become more invested, then they can start with their own platforms, you know, online.

Justin Knott: [00:13:07] That's that's a great point. When you and obviously, as you alluded to it, your focus, who your end audience is, shapes a lot of what you end up whether you're writing blogs, you're doing video or you're choosing Twitter, you're choosing Facebook for your journey in particular.

Justin Knott: [00:13:21] Was there one medium of choice from a social platform that you've historically liked the best or maybe has evolved to in your journey?

Kevin Pho MD: [00:13:30] Great question. Yeah. So I think that is no secret. It's going to be Facebook because that's where the audience is. We have billions and billions of users before Facebook change your algorithm. You know, if a few years ago and it was a little bit more predictable in terms of what they would post, that there, there'll be a lot of ways where we can generate a huge amount of traffic directly from Facebook. Now that they've changed the algorithm and they want to surface more reputable content, I think that is a little bit more challenging to get attention from Facebook, because so many people are vying for for that audience. But still, in terms of social platform, Facebook is really a place not only where patients are, but other physicians are as well. And there's a tremendous amount of conversation that's going on around there. And I think I'm always going to tie back to our current situation with a pandemic where we're all socially distancing ourselves. Really, we're not having a lot of these Face-To-Face conversations anymore. And I think before the pandemic, Facebook was coming under a lot of fire when it came to privacy concerns. And you would hear about all these stories in the newspaper about the privacy concerns.

Kevin Pho MD: [00:14:35] Well, Facebook, but we're not hearing so much about that because Facebook is really a tool. How especially during a pandemic where we're all connected with each other. As a physician, I'm not only connecting with patients and trying to guide to reputable health corona virus information, but physicians themselves are are connecting. All these private Facebook groups grew because we're Facebook groups are our huge thing. And I think that the treatment and the symptoms and a presentation of coronaviruses is changing so rapidly. Medical journals really can't keep up with that pace of change. The only platform that can keep up with that pace of change are social media platform, because that's what it's built for, it's built for rapidly evolving information. And during this this pandemic that we're in. And that's exactly what we're getting. We're getting rapidly evolving information because what was true just a month ago, things like hydroxylchloroquine, things like rapidly intubating patients. And everyone was doing that a month ago. Now, that's now we're not because we feel we've seen that those are things that are harmful. And again, there are there is only one platform that can keep up with that rapid pace change. And those are various social media platforms.

Justin Knott: [00:15:52] And we've seen real world example. One of our clients we set up very early on, he was one of the few private practices actually converted his concierge practice into full-blown private practice to just start doing testing. Yeah. And we set up a Facebook group, an open one, but it was mainly focused on getting frontline COVID testing physicians all across the country. As you mentioned, disseminate information as quickly as they possibly could. And the thing is really ballooned and it's been interesting because you have somebody in San Francisco that seeing a treatment protocol that's being more effective versus something utilizing a Facebook group, just like you said, very interesting keeping up with that Facebook group.

Kelley Knott: [00:16:34] How has Kevin M.D., the blogging site and the content marketing this health care content marketing, how has it changed your career, not only as a physician, but, you know, how is it just completely changed your career from start to where you are now?

Kevin Pho MD: [00:16:48] So it's definitely giving me diversity in terms of what I do professionally. That's certainly obvious.

Kevin Pho MD: [00:16:54] I don't see patients for five days a week. I'm able to see patients say three days a week. And and I can do not only my site, but I have a speaking platform as well where I share my journey and keynote speeches. I also run a physician speakers bureau where I can connect great practicing physicians who are wonderful on stage with some of the other events that I've been in. And just having that professional diversity has actually kept me going. Before the pandemic, we were all talking about physician burnout. I'm sure we're still talking about physician burnout. But even before COVID19, 50 percent of physicians exhibited symptoms of burnout. And I think one of the reasons why that is because they really have all the professional eggs in one basket. And when you have all you do is see patients who go to a hospital and we're seeing some of the administrative burdens and all the barriers that are placed in front of physicians when it comes to treating patients is the wonder that they're brought out. So I think that, ironically, seeing fewer patients and seeing patients fewer days a week has actually helped my longevity in terms of becoming an issue.

Kevin Pho MD: [00:17:57] Yes, cause I feel like sometimes when you talk about physician burnout, it's almost like what they thought was going to be this fun journey. All the fun got sucked out of the room. Does does having a platform like this or whatever it is that your outlet needs to be, does it put kind of like you mentioned, the fun back into medicine again, because you have those other diverse, diverse areas.

Kevin Pho MD: [00:18:18] Yeah. So on a surface level, yeah. Of course. Like having more things to do. And I love going out to speak. I love creating this platform and having opportunities to speak on on podcasts.

Kevin Pho MD: [00:18:28] These are things that definitely that, that definitely are fun and kind of breaks up what I do professionally. But on a deeper level, I do think that talking about things like physician burnout platforms and sharing our stories really brings light and normalizes what is a taboo subject. Right before a few years ago, no one would talk about physician burnout or to talk about physician suicide. This is one of the most common topics. And we have physicians who share their stories about burnout, about how difficult it is to manage home life and professional life, about how they think about suicide. And these are things that before social media, before we're able to tell our stories where we're hidden. But now I have hundreds of these stories

come out of these. Doctors say that by sharing these stories and getting the feedback and they realize that you're not alone. And I think having that community and having that in common with with others really does help. When it comes to the burnout, just having that outlet and having that platform where they could speak to their story.

Justin Knott: [00:19:34] Well, I think that's absolutely critical. A lot of listeners may not know I lost. I was directly affected by suicide. I lost a brother to suicide when I was a freshman in college. And as you mentioned and alluded to, it is whether you're personally have been affected by it or the burnout is gotten so severe that you contemplated it or something. Hearing other people and voicing that yourself is massively therapeutic and very, very important.

Justin Knott: [00:20:01] And so I thank you for giving a voice to that, because who knows how many lives and you've been able to help and save potential. So it's that's a really important topic, I think, and I appreciate you bringing it up.

Kelley Knott: [00:20:12] And I love that you said kind of build that community I know with what I do and teach a course. And it's all about community. But like you said, it's so rewarding to be able to, you know, open your schedule.

Kelley Knott: [00:20:20] You're still seeing patients now. You're part of the speakers bureau. You're connecting with other physicians. But then you mentioned this idea of a community. And I think because you got your voice out there through this health care content marketing, you had to have these aha moments where where people were contacting you going? Yes, I have totally been there and maybe making some providers out there not feel so alone or so on an island. I call it Lonely Island syndrome, where you're just kind of.

Kelley Knott: [00:20:47] Is this working? You know, is it just me? Am I complaining?

Kevin Pho MD: [00:20:51] So I think that something is especially true now because a lot of physicians, you know, you have the proverbial doctor's lounge that you had like 10, 20 years ago. But now we're all siloed, right? Because I'm an internal medicine physician.

Kevin Pho MD: [00:21:02] I do primary care. I used to go to the hospital right away, all patients. But now we have hospitals that do that, that we have nocturnist who only round a night. So I think health care has become so fragmented as siloed that we no longer have that interaction. You talking to other doctors as well. So I think that's all the more important that we need to have some type of community online that can not replace a totally because no online community can replace a face to face community.

Kevin Pho MD: [00:21:28] But it's certainly better than nothing. And I think that, you know, whether having a private Facebook group or what are your comments? A comment section on my blog, I think it's important to connect like minded individuals with each other.

Kelley Knott: [00:21:41] Oh, and that's such a great idea. And for my physician liaisons listening, he brings up a really good point and maybe a good idea to even kind of join a local group or Facebook group just dedicated to healthcare providers in that community, maybe just physicians, part of that group greatly to build or for all relationships in great way for physicians to connect and talk about different types of patient care.

Kelley Knott: [00:22:00] And like you said, just connected in some way. If it can't be face to face, know that they're not alone in that journey. And I know, Justin, that question.

Justin Knott: [00:22:08] Yeah. So going back, you had alluded to it that you do one of your avenues of speaking and you have a speaking platform and you help other doctors get into that area of the world. What's some advice or or things that you've learned over the journey of becoming a speaker? If there's a physician out there that's investing in content and ultimately they want to write a book or speak. Do you have any good advice if they're getting started out trying to speak more?

Kevin Pho MD: [00:22:34] Yeah, absolutely. So I think that, again, it always starts with why they want to speak. Right. So never speak for the sake of speaking, but always have a purpose behind that.

Kevin Pho MD: [00:22:43] For many doctors that I talked to and coaches that speaking, of course, is an extension of the platform for doctors who have some type of online

platform and they have a great Web site and already proficient on social media. And I'm already have that online footprint. It's natural for them next to write a book to spread your message. And then once you read a book, then you could, of course, share on stage really comes out at the principle of diversifying the avenues where people receive your message because the audience aren't necessarily isn't necessarily one place. Right. So some people may want to get your message on social media or online, but there are others that you may not reach online. They don't want to get your message through a book or through a conference where you speak of stage. So I think that, again, speaking is one of the things that is taught in medical school. So we have a lot of really dry grand rounds. And, you know, I think that the level of speaking outside of medicine has gone up where the level speaking within medicine is kind of stay stagnant. I think that we have TED talk certainly has helped in terms of elevating the level of speaking. And I tried to apply a lot of those principles to my old presentations. I try to make a more experienced sense and try to incorporate again some of the other things that I see in other industries and apply to to medical conferences and again, some of the things that we know, if you apply it, what you see elsewhere in medicine, you'll always be ahead. Right. So I think it's been it's, again, been a great journey because I've traveled to, you know, hundreds of places within the country that ordinarily I wouldn't visit.

Kevin Pho MD: [00:24:27] I've met doctors across the country and really they all have the same issues. You know, whether you have a doctor Oklahoma versus a doctor Boston versus a doctor in Los Angeles. You know, we have that community because as physicians, we're all dealing with the same issues, whether it's pre-authorization, whether it's burnout, whether it's dealing with local hospital systems, whether it's health insurance companies, medical malpractice. These are common issues that affect physicians across the country. And meeting them and talking to doctors face to face has been fantastic, tremendously rewarding. So if I were to give one tip, you know, I could certainly talk all day on this, but I wanted to speak. It's really. You want to frame your message in terms of stories and I'm sure you guys are health care communicators. You know, this is a really news to you, but I think that, you know, to you, to the audience. I do want to say is that you want to frame everything that you speak in terms of stories because your audience is would remember a story. Right. Because like when we talk about, like, numbers and statistics, you know, I think that goes in one ear and out the other. But if you frame that in terms of a compelling story that resonates, that's

something that the audience would remember. So if I were to share one tip, is that you what you want to know, whether you're talking about a grand rounds or a keynote or even like a five to 10 minute speech, if you could have put in as many stories as you can and weave it into a cohesive narrative. I think that would instantly elevate your message on stage.

Kelley Knott: [00:25:56] And that's great advice, because sometimes I think physicians can get so clinical with what they're talking about.

Kelley Knott: [00:26:01] You know, they can kind of get some glazed eyes or or is important to kind of incorporate that storytelling. And I couldn't I couldn't agree more. I'm huge in content marketing. I think storytelling and personal branding is how you connect with your audience and your audience wants to know. They want to follow along. They want to see the journey. And I think that's such great advice.

Kelley Knott: [00:26:21] So my question is, what do you want your legacy to be as a physician, as a professional?

Kevin Pho MD: [00:26:28] I think that was the one thing that it probably would be, is that we want to push the boundaries as to what it means to be a doctor. I think that 50 to 20 years ago, being a doctor was a fairly rigid definition. Right. It was just you will go to the hospital, you could add operating rooms, see patients in the exam room and you come back. All right. But now I think that the definition of being a doctor is so diverse. We have so many avenues where we can affect patients, where we can impact health care, where we can make a difference with health care policy and reform, where it isn't just one way where we can make that difference. You can now have a podcast. You can now have a blog. You can now share videos. You could have a Facebook presence. And I think there are so many ways where you can make a difference. And I'll be the first to tell you that I'm certainly not the greatest doctor. And I didn't pass first in my class. I didn't you know, I don't have, like, you know, I didn't have the greatest grades when I was in medical school and residency. I'm certainly average in every way.

Kevin Pho MD: [00:27:32] But I think that now we have tools that can where we can step outside of that box. So even though I'm certainly average, you know, I got average grades, but I've made myself unique in terms of having this all our platform being one of

the first to have that online platform and really growing it over a span of 18 years. So now I have something that certainly differentiates me from other physicians who are out there. So when you ask about my legacy, I think that's probably it. I want to push the boundaries as to what it means to be a physician.

Kevin Pho MD: [00:28:03] And let other doctors know that they can really impact the world and more ways that they could think of.

Kelley Knott: [00:28:08] That's great. Again, I definitely think you're doing that. Each time you release that article needs time. You give other physicians a voice. It's definitely more information and more of a push to your community.

Justin Knott: [00:28:20] Yeah. I just think I like to remind. I'd love to hear your thoughts. Kevin is there. There really is. And I think an audience for everyone. We've seen it. We always bring it up.

Justin Knott: [00:28:31] We have a doctor that focuses on the auto immune diseases, infectious disease. And he's built our great engaged audience where people are reaching out to him and flying in to see him. And it doesn't matter what your focus is, how specialized you are. There's people that are on the other end of it, patients that have had this rare type of cancer or deal with this rare autoimmune disease. And they're looking for an ambassador that can be you as a physician to speak to them.

Kevin Pho MD: [00:28:57] Absolutely. I think that there are so many audiences that are out there. And we talk about I talked with Silos earlier and just talking about medical conferences. There are so many conferences that are out there. I didn't even know existed beforehand. Right.

Kevin Pho MD: [00:29:11] So I think, though, you just don't know who who is out there.

Kevin Pho MD: [00:29:16] And now we have these tools like social media, all our platforms, and we have the power to reach them and we have the power to really hyper segment. And there is going to be a new shared audience for every physician that's out there.

Justin Knott: [00:29:28] Awesome. How can how can people get connected with you before we wrap up? Obviously, you got your Web site. But what are some ways that people can get connected and obviously speaking as well if they want you to come and speak for him.

Kevin Pho MD: [00:29:39] Just simply by Web site kevinmd.com.

Kevin Pho MD: [00:29:41] And not only will it have my content from other health care workers who share their stories, but I do offer, of course, speaking as well and and coaching physicians who are interested in what I do in terms of building my own platform. And I also run a physician speakers bureau. And I know during a pandemic speaking, which is really kind of in the backdrop of a lot of event organizers right now. But I have. A wonderful group at physicianspeaking.com. And again, if I ever want to take a look there and see what we have to say next year.

Kelley Knott: [00:30:18] Thank you so much for sharing your information.

Kevin Pho MD: [00:30:22] Thank you so much for having me on. It's it's it's wonderful to be here.

Kelley Knott: [00:30:25] Thank you for listening. Today's the latest episode of the Patient Convert Podcast.

Kelley Knott: [00:30:30] Don't forget to subscribe and review on your favorite podcast platform. We're on Apple I, iTunes, Google, Stitcher and Spotify. Or you can sign up to receive the latest episode via email. Just check it out on my agency website or my personal Web site. And if you are looking for more amazing healthcare marketing information or just to engage. Check us out at Intrepy.com. And for any of my amazing Physician liaison is out there interested in growing their physician referrals or learning strategies that it takes to build highly engaged physician referral networks. Check out my Website, kelleyknott.com, where I have free webinars, free downloads, and of course, my online physician liaison training course Physician Liaison University. And as always, I'm a huge believer in connecting, engaging and supporting one another. And the best way we can do that is networking. And I always, always connect with you guys on social media. And one of my biggest social media platforms is LinkedIn. So feel free

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