

WEBSITE COPYWRITING PORTFOLIO

PPM Software

Website strategy & copywriting | Healthcare technology

Making complex healthcare software easier to understand - and easier to buy.

THE BRIEF	Develop a new positioning and website approach that would differentiate PPM from larger competitors, engage clinicians and medical professionals, and encourage trial or demonstration requests.
MY ROLE	Competitor research, positioning, website structure, customer journey and copywriting.
AUDIENCE	Private consultants and clinicians, plus practice managers and medical secretaries who use the software day-to-day.
APPROACH	Lead with practical outcomes rather than software features, clearly separate messages for different user groups, establish credibility and create several routes to conversion.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger website copywriting project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

B2B	Healthcare SaaS	Positioning	Lead generation
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01 / POSITIONING THE PRODUCT AROUND OUTCOMES

Positioning the product around outcomes

The opening proposition leads with ease of use, automation, better patient care and growth, before moving into proof and audience-specific benefits.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

The ideal solution for time-strapped, busy clinicians and medical secretaries - simple to use, with automated tasks and workflows, to deliver better patient care and sustainable growth

PPM's all-in-one set-up delivers the highest staff satisfaction and adoption, so everyone quickly follows efficient workflows and practices, and operates more effectively...

Over 1,400 practices use PPM to deliver better patient care and higher retained profits

Make Appointment Setting A Breeze, And Virtually Eliminate No-Shows

View clinician availability instantly, automate appointment reminders, and engage patients before they arrive.

Save Up To 7 Hours Every Week (Or More) Performing Manual Tasks

Whether it's invoicing, letters, reports, or credit control, these simple automation tools will slash admin time.

Answer Queries Faster, And Improve The Patient Experience

By migrating to a paperless practice, you will speed up access to your records. And you'll have a record of all communications with patients, hospitals, and insurance companies.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The homepage was structured around recognisable jobs and outcomes for practice staff rather than around a conventional software feature list.

02 / SAME PRODUCT. DIFFERENT PRIORITIES.

Same product. Different priorities.

Consultant-facing messages shift the emphasis towards financial control, referrals and access to information.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

How To Keep A Better Handle On The Finances Of Your Practice

If you're struggling with invoicing, slow payments, or spiralling expenses, it's time to take back control!

Bad Debts, Insurance Shortfalls, Unclaimed Expenses?

Here's how to eliminate the stress of lost income...

Want To Build Better Relationships With GPs And Boost Referrals?

These automated tools will save you time and improve your communications.

THE SIMPLEST PRACTICE MANAGEMENT SYSTEM ON THE PLANET

If you can use MS Word, you can use PPM. With just an hour or two of training, each member of staff can start operating more efficiently, from day one.

FREE-UP STAFF TO DELIVER BETTER PATIENT OUTCOMES

Because PPM provides one platform to handle all aspects of running your practice, mundane tasks can be replaced with patient-focused care.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

Audience segmentation lets the same product proposition speak to the different priorities of users, influencers and decision-makers.

03 / CUSTOMER JOURNEY AND CONVERSION

Customer journey and conversion

The proposed site offered several ways to understand the system and several next steps, depending on buying readiness.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Take A Tour Of The PPM System

Diary Scheduling -> Patient Notes (EHR) -> Procedures & Diagnosis -> Accounting -> Communications -> Reporting -> Tasks & Workflows -> Remote Cloud Access

- Make an appointment
- Send a patient reminder
- Consultant accesses patient records
- Consultant records diagnosis / procedure completed
- Invoice created and given/sent to patient
- Payment reminder sent to patient
- Monthly Debtors, and P&L report produced

Book A 20-Minute Online Demo

See for yourself just how quick and simple PPM is for your staff to use. We'll quickly show you the range of modules in the system, and how you can speed-up daily admin tasks, and implement best-practice workflows to increase your practice profitability.

How To Find The Right Practice Management System For Your Unique Clinic...

Download your free copy of our guide: '5 Key Questions You Must Ask Before Choosing A Practice Management System'

Would PPM Be A Good Fit For Your Practice?

Why not have a chat with a healthcare expert, who has experience of working with hundreds of practices. Simply tell us a little about your practice, and we'll be in touch to find out more about your current challenges, and provide some practical advice and guidance.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The journey caters for researchers, evaluators and higher-intent prospects rather than forcing every visitor into the same CTA.