



Benefits of Repurposing Content

- delivers the same message in different formats
- appeals to a larger audience
- cost effective
- saves time
- increases SEO
- improves online presence
boosts medical authority

Ways to repurpose

web copy

blog

- Medical condition
- Treatment protocols
- Device information
- Seasonal/trending topics
- How-to lists
- Q+A

video

- Medical condition
- Treatment protocols
- Seasonal/trending topics
- How-to lists/ tutorial
- Q+A
- Product/device review

social posts

- Medical condition
- Treatment highlight
- Seasonal/trending topics
- How-to lists
- Myth bust
- Practice update (highlight)
- Testimonials
- Promotions
- Blog highlight

email

- Medical condition
- Treatment highlight
- Seasonal/trending topics
- How-to lists
- B+A
- Blog post link
- Practice updates
- Promotions (links)