

# Press release

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## Clinics in the Cloud

by Yalcin Yilmaz

The world is a changing place. While the newer generations adapt to change like duck to water, there are many old-school business owners who are feeling more and more left behind each day. Those in the know are making proper use of the new and emerging online tools to grow their businesses and the rest are waking up to uncertain days.

Private practice is essentially a local business. It's not enough to simply get on the Internet bandwagon. There are many service providers and consultants who are happy take money for solutions that have no hopes of return on investment. Practice owners need to realise the "local" nature of their business and develop suitable plan and implement strategies that will fulfil their particular needs.

If you are a local private practice, it's time to start — at the beginning. Learn what is possible and what your options are for your business. Find out how things like websites, blogs, search engines, YouTube, Facebook, eNewsletters and local marketing fit together. Then create your own strategy and measure how well it works. Learn to delegate regular tasks to your team and go back to doing the things you love in your business.

Written in plain English for the non-techie reader, Clinics in the Cloud aims to empower health care and wellness practitioners in private practice to take charge, make decisions and claim their space online — leaving the rest to play the catch-up game.

[www.clinicsinthecloud.com](http://www.clinicsinthecloud.com)

## About the author

Yalcin Yilmaz started out as a software and web developer in 1996, before Google was Google. Working on start-up clients and small business strategies, he solved business problems in the online space before moving onto contract jobs for various government organisations.

He later worked on digital campaigns for multinational marketing agencies such as Publicis and BBDO. Some of the recognisable brands he worked on include Nike, Hewlett Packard, Coca Cola, National Australia Bank, Seek, Fosters, Nestlé, Village Roadshow Entertainment, L'Oréal, Sensis, Mercedes, Dulux and Cadbury.

When he became a father, Yalcin left the frantic agency life and returned to his original passion; small business. In 2007, he crossed paths with several chiropractors and physiotherapists. This is when he noticed that irrespective of where they are located or what stage their business is at, that same key questions and problems keep coming up for businesses in local private practice – especially online.

He founded his own start-up in late 2008, now known as PracticePulse. Having created the **3 Ps of Online Strategy for Private Practice** (presence, publish, profile) he now brings the experience, best practice and digital solutions to health businesses in local private practice around the globe.

He has written a book, several eBooks and marketing/technology related articles that were published in journals of various professional organisations such as Australian Physiotherapy Association and American Physical Therapy Association. He has a Bachelor of Engineering (Software) degree and a Masters in Entrepreneurship and Innovation (pending). He is a father of two girls, martial artist and a wannabe photographer.

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