

Say it at dinner.

The Name Test for concierge & DPC practices

Say your name once, out loud, the way a friend would. Then see whether a stranger can find you tomorrow with no help.

01 Count the four words.

“Family. Wellness. Personal. Health.”

Our name: _____

Words we share with practices nearby: _____

A name built from the same parts as everyone else’s is hard to repeat, however dignified it looks on the sign.

02 Say it at a table.

Say it once, out loud. Ask the person to say it back tomorrow.

What they said back: _____

What they got wrong: _____

“You should call my doctor at, um, Something Family Wellness, the one on the highway.”

That referral failed to travel.

03 Search it like a friend.

Type what they said back into a phone. No help.

First result: _____ Where we showed up: _____

Does the doctor’s name find us: _____

If they can’t find you, the name is a leak in the one channel that matters most.

04 Choose what people repeat.

Easy to say, hard to confuse, and yours.

Keep the name, or change it: _____

If we keep it, the name we lead with: _____

Stuck with the name you have. Fine. Make the doctor’s name the thing people repeat.

05 Set the standard.

The name people repeat is easy to say and finds the practice on the first search.

The doctor’s name and the practice name appear together on the sign, the site and the listing.

Once a year, say it at a table again.

A name is the only thing a friend can repeat.

The name we’ll have people repeat: _____

Who checks the first search: _____ Next table test: _____