



Patient Referral Program Tips

HOW TO GET THE MOST RETURN ON YOUR INVESTMENT

Now that you've got your Patient Referral Program, you need to know how to use it to get the most out of it. We've listed a few tips for how to use your Patient Referral materials to help increase your new patient numbers.

1. Prominently display the Patient Referral Program materials in an easy-to-access location. Seems obvious, right? But you'd be surprised how many doctors place their materials on an out-of-the-way windowsill or table. Consider placing the display on the reception desk and invite every guest to take a card or two.
2. Give the materials some help. Don't let the display just sit there. Your team must mention it to patients to make them aware of it. They may say something like, "We love having patients just like you. If you know of anyone that you would like to recommend to our office, please take one of our referral cards!"
3. Be proactive with the materials! Place referral cards in your hygiene bags, attach to walk-out statements and include as statement stuffers.
4. Place the displays in your operatories and hygiene rooms. Have your team (hygienists and dental assistants) mention the program to each patient that comes in for treatment. In fact, start each day discussing referrals. At each morning meeting, assign each team member to certain patients to ask for a referral. The next day, be sure to start the meeting by asking your team about their success with patients. This adds accountability to their responsibility and also lets you know where you might need follow-up with a certain patient.
5. Get the word out! Mention your Patient Referral Program in all your external marketing, including newsletters, ads, postcards, etc.
6. Add a Patient Referral button on your website and place it prominently on your home page. Direct your web development company to have an email form pop up once the button is clicked to allow your visitor to send an email right from your site to a friend, referring them to visit your website. Tell them to also make sure you are sent a copy of that email so you can build a referral list.
7. Follow up! Let your patients know how much you truly appreciate their referrals. Send hand-written notes, make personal calls and give special gifts to patients who refer frequently.



These tips should get your Patient Referral Program successfully launched and working for you in no time!