


**“Growing Your Practice Through
Patient Referrals & Other Strategies”**

"GROWING YOUR PRACTICE"

- DEVELOP A MARKETING PROGRAM BASED ON HOW YOU WOULD LIKE TO BE MARKETED TO
 - UTILIZE STRATEGIES TO BRING NEW CONSUMERS TO YOUR BUSINESS COMBINED WITH STRATEGIES TO RETAIN ALL OF YOUR CUSTOMERS
 - ½ OF A PRACTICE'S PATIENT BASE WOULD LEAVE IF THEY FELT UNAPPRECIATED, UNIMPORTANT OR LIKED
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“GROWING YOUR PRACTICE”

THE DAYS OF “REACTIVELY” WORKING YOUR PRACTICE – SIMPLY ‘OPENING THE DOORS’ – ARE GONE.

SUCCESSFUL PRACTICE MANAGERS WORK THEIR BUSINESS “PROACTIVELY”

GROW YOUR ***RELATIONSHIP*** WITH YOUR CURRENT PATIENT BASE COMBINED WITH MARKETING FOR NEW PATIENTS

“GROWING YOUR PRACTICE”

EFFORTS TO GROW AN EXISTING PRACTICE ARE NOT THE SAME AS
MARKETING FOR NEW BUSINESS

- INTERNALLY = MASSAGING CURRENT RELATIONSHIPS AND
MAKING CURRENT PATIENTS FEEL APPRECIATED, WELCOMED AND
LIKED
 - EXTERNALLY = MUST GIVE CONSUMERS A REASON ‘WHY’ TO VISIT
YOUR PRACTICE INSTEAD OF A COMPETITOR’S PRACTICE
 - TRACK YOUR RESULTS!
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“GROWING YOUR PRACTICE”

YOUR STAFF NEEDS TO UNDERSTAND HOW THEY ARE NOW TO “PROACTIVELY ACT” WITH ALL NEW PROSPECTS AND YOUR CURRENT PATIENT BASE.

THE SUCCESS OF YOUR MARKETING PLAN IS DEPENDENT ON YOUR STAFF “BUYING IN”

YOUR STAFF NEED TO BE FULLY TRAINED – PART OF EACH ONE’S JOB DESCRIPTION

“GROWING YOUR PRACTICE”

- WORKING YOUR ENTIRE PATIENT BASE IS THE MOST COST-EFFECTIVE WAY TO GROW YOUR BUSINESS
 - 50 NEW PATIENTS FROM ‘OUTSIDE’ MARKETING EFFORTS HAS BEEN ESTIMATED TO COST BETWEEN \$15K AND \$45K FOR EVERY 50 PATIENTS BROUGHT ABOARD
 - FOR YOUR CURRENT BASE, INCORPORATE A **PATIENT REWARDS PROGRAM**
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“GROWING YOUR PRACTICE”

HOW DO YOU BEGIN TO GROW YOUR PRACTICE INTERNALLY?

- *MINDSET AND TONE* OF STAFF
 - *SHOW INTEREST* IN PATIENTS AT APPT OR CHECK-IN; TAKE AN INTEREST OUTSIDE OF PRACTICE
 - ALL STAFF SHOW *SINCERITY AND EXCITEMENT*
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“GROWING YOUR PRACTICE”

YOUR BLUEPRINT FOR SUCCESS

1. START WITH YOUR OFFICE – YOUR “HOME”
 2. TRAIN YOUR STAFF: FINANCIAL HEALTH OF PRACTICE IS DIRECT CORRELATION TO EMPLOYEE COMPENSATION. SHOWING YOUR STAFF YOUR SUPPORT WITH A “BUY IN” EVENT
 3. IMPROVE YOUR INTERNAL PROCESSES AND PROCEDURES
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“GROWING YOUR PRACTICE”

YOUR STAFF “BUY IN” AND SUPPORT

- REITERATE YOUR CONFIDENCE AND SUPPORT IN YOUR STAFF
 - “KICK OFF” TRAINING LUNCH
 - SUCCESSFUL STAFF TRAINING – BONUS IN CHECK
 - REITERATE: HEALTH OF PRACTICE AFFECTS EVERYONE’S PAY
 - CATCH YOUR EMPLOYEES’ “PROACTIVE” BUY-IN MOMENTS
 - “PEER ACCOUNTABLE” - CASH REWARD
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“GROWING YOUR PRACTICE”

INFORMATION IS POWER

- GATHER COMPLETE DEMOGRAPHICS ON ENTIRE PATIENT BASE FOR MORE BIRTHDAY & ANNIVERSARY RECOGNITION

BONUS

- COLLECT MORE MONEY IN-HOUSE LIMITING WHAT YOU PAY IN COLLECTION FEES
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“GROWING YOUR PRACTICE”

BLUEPRINT FOR SUCCESS, con't.

4. HOLD A PATIENT “OPEN HOUSE” TWICE A YEAR: FOOD AND DRINK; DRAWINGS FOR CASH – JUST FOR ATTENDING; MEET AND MINGLE WITH STAFF (*RELATIONSHIP GROWING*); AND THERE WILL BE A SPECIAL ANNOUNCEMENT!

“GROWING YOUR PRACTICE”

BLUEPRINT FOR SUCCESS, con't.

5. SPECIAL ANNOUNCEMENT!

VIP – VERY IMPORTANT PATIENT – PATIENT REWARDS PROGRAM!

- FREE!
 - \$50 GIFT CARD FOR REFERRALS – UNLIMITED!
 - VIP – VERY IMPORTANT PATIENT – OPEN HOUSE TWICE A YEAR!
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“GROWING YOUR PRACTICE”

BLUEPRINT FOR SUCCESS, con't.

6. CREATE A QUARTERLY NEWSLETTER

- EMPOWER STAFF TO HELP WRITE OR CONTRIBUTE TO
- KEEP COPY ON WEBSITE
- HAND OUT COPIES AT CHECK-IN AND CHECK-OUT
- MASS EMAIL TO THOSE YOU HAVE EMAILS FOR

7. TWEAK PROCESSES AS NEEDED

“GROWING YOUR PRACTICE”

HIGHLIGHTS OF INTERNAL MARKETING TO BASE

- YOUR STAFF “BUY-IN” IS CRUCIAL FOR SUCCESS
 - PRIDE & IMPORTANCE YOUR STAFF PUTS INTO THIS *WILL BE NOTICED BY YOUR PATIENTS*
 - VIP PATIENT REWARDS PROGRAM = YOU, YOUR STAFF’S AND YOUR PATIENTS’ SUCCESS
 - LESS COSTLY THAN AN OUTSIDE MARKETING PROGRAM
 - INCREASED STAFF RETENTION – ADDS TO THE OVERALL SUCCESS OF PROGRAM
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“OUTSIDE MARKETING”

- ✓ MUCH MORE EXPENSIVE THAN INTERNAL MARKETING EFFORTS
- ✓ EXPENSE TO “JUST GET THEM IN THE DOOR” – NO RETENTION EFFORTS
- ✓ TO BE SUCCESSFUL, YOU SHOULD STILL IMPLEMENT “PATIENT REWARDS PROGRAM”

OPTIONS

- ✓ EMAIL
- ✓ PRINT MAIL

ALL SUPPORTED BY WEBSITE

“OUTSIDE MARKETING”

EMAIL MARKETING

- ✓ \$9.99 – \$45.99 MONTHLY FOR 500
 - ✓ EVERYONE GETS BOMBARDED WITH EMAIL THESE DAYS; OPEN RATES HAVE TWINDLED
 - ✓ 11.19% OPEN RATES (2 YEAR OLD STUDY)
 - ✓ 3% CLICK THRU RATE (ACTUALLY CLICKING ON SOMETHING IN EMAIL)
 - ✓ CONVERSION RATE 2.5%: TRUE COST = \$240-\$1104 PER PATIENT
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“OUTSIDE MARKETING”

PRINT MAIL MARKETING

- ✓ VALUMAIL / VALPAKS / DIRECT – VALUMAIL BEST
 - KC METRO 350K HOMES; ¼ PAGE AD = \$1800
 - NO COST AD DESIGN
 - 6 MAILINGS PER YEAR; CAN BE TARGETED
 - INSERTS ARE OPTION
 - ON-LINE EXPOSURE VIA VALUMAIL WEBSITE
 - TYPICALLY KEPT FOR 6-8 WEEKS (AS MAGAZINE)
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“OUTSIDE MARKETING”

VALPAK SIMILAR TO VALUMAIL EXCEPT

- HIGHER IN COST
- HIGHER “THROW AWAY RATE”

VALUMAIL – BENEFITS CONTINUED

- PER DIRECT MARKETING ASSN: UP TO 90% VIEW RATE (ALL)
 - 4.4% RESPONSE RATE vs 3% EMAIL CTR
 - USING JUST 22% VIEW RATE, 4.4% RESPONSE RATE, 2.5% CONVERSION RATE (AS EMAIL)-COSTS APPROX \$180 PER NEW PATIENT
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“OUTSIDE MARKETING”

AD CONTENT HAS HUGE BEARING ON RESPONSE

INCORPORATE PATIENT REWARDS PROGRAM IN AD

- PATIENT APPRECIATION OPEN HOUSES: FOOD, DRINK, FREE GIVE-AWAYS!
 - HIGHLIGHT OFFICE TECHNOLOGY; MODERN OFFICE SETTINGS
 - EASILY ACCESSIBLE LOCATION
 - VIP PATIENT REWARDS PROGRAM
 - PATIENT FRIENDLY HOURS
 - 10% DISCOUNT OR FREE CO-PAY (INITIAL VISIT UP TO \$50)
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“GROWING YOUR PRACTICE”

STAFF PROCEDURES TO BEGIN WITH NEXT PROSPECT CONTACT

IMPERATIVE SO THAT YOU CAN TRACK YOUR
ACTUAL COST PER NEW PATIENT AND
GAUGE INCREASE IN REVENUE PER PATIENT.

“GROWING YOUR PRACTICE”

STAFF PROCEDURES TO BEGIN WITH NEXT PROSPECT CONTACT

1. THANK EACH CONTACT. ASK HOW THEY HEARD OR PRACTICE. IF REFERRAL, GET PATIENT’S NAME THAT REFERRED THEM
 2. REMIND THAT NEW PATIENTS RECEIVE 10% DISCOUNT OR FREE CO-PAY ON INITIAL VISIT (UP TO \$50)
 3. PROVIDE 2 APPOINTMENT TIMES FOR PATIENT TO CHOOSE FROM
 4. SCHEDULE APPT. AND THANK THEM! “SEE YOU ON _____ DAY!”
 5. AT APPT. BEGIN CURRENT PATIENT PROTOCOL
 6. AT CHECK OUT – “GLAD YOU’RE HERE! HOW WAS YOUR VISIT?” GIVE TRI-FOLD WITH VIP-PATIENT REWARDS PROGRAM
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