Patient Referral Guidelines

Patient Referral Programs are an excellent method of acquiring new patients at a low acquisition cost. The following are a few guidelines to make the program successful:

1. Prominently display the Patient Referral Program materials in an easy-to-access location. You’d be surprised how many practices place their materials on an out-of-the-way windowsill or table.
2. Consider placing the display on the reception desk and invite every patient to take a card or two. Give the materials some help. Don’t let the display just sit there.
3. Your team must mention it to patients to make them aware of it. They may say something like, “We love having patients like you. If you know of anyone that you would like to recommend to our office, please take one of our referral cards!”
4. Be proactive with the materials! Attach materials to walk-out statements and include as statement stuffers. Place the displays in all exam rooms.
5. Have your team mention the program to each patient that comes in for treatment. Start each day discussing referrals. Get the word out!
6. Mention your Patient Referral Program in all your external marketing, including newsletters, ads, postcards, etc.
7. 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.
8. Follow up! Let your patients know how much you truly appreciate their referrals. Send hand-written notes or make personal calls and to patients who refer frequently.
9. Different referral incentive ideas are: Amex or Visa gift card, gas card, a year of free batteries, customer appreciation dinner, annual/quarterly raffle drawing for TV, gift card, etc.

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