

10 TIPS ON HOW TO DEVELOP RELATIONSHIPS & INCREASE REFERRALS

#1

Determine Demographics

Who are your potential patients? Where are most of them located? What are their needs, wants and views? This helps you understand communities as they are now, where they've been and where they're headed.

#2

Increase Online Presence

Create a website/webpage that will allow patients to locate you and visit your office. If a website is present, include an updated profile, current bio and contact information.

#3

Bond with Clients Personally & at the Community Level

Establishing a bond with patients will result in patient loyalty just as a good, quality service will result in customer satisfaction. Ex: Sponsor local activities or volunteer at community events.

#4

Build a Referral Relationship

Share the patient's information with the physician you refer them to and the same applies to them when they refer their patient to you. This drives new patients in the door and grows your patient network.

#5

Utilize Social Media Platforms

Advertise your services and expertise to the public on Facebook, LinkedIn, Instagram, Twitter and/or YouTube. Be sure to include your contact information. (LinkedIn is the most favored for professional profiles).



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#6

Attend Trainings & Networking Events

Expand your connections and knowledge. Stay up-to-date with helpful resources by attending and signing up for in-person or virtual trainings.

#7

Use Modern Tech

Allow patients to schedule online appointments, include personal portals where they can access lab results, helpful resources, bill payments, etc.

#8

Stay in Touch with Patients

Follow up with patients on their recovery, treatment plan, share helpful tips and resources with them. This allows you to also build that connection with them.

#9

Internal Referral Program

Determine and understand your patient's needs. Provide referral bonuses. Ex: A certain % off for every referral or run a contest such as a drawing to receive a gift card. Also, request for reviews via online or by word of mouth.

#10

Be Responsive

By meeting the increased demands of your service efficiently while maintaining excellent service quality, you will more likely attract people hoping for the same treatment and responsiveness.

