

ACHIEVING **TOTAL PRACTICE SUCCESS™**

10 TIPS THAT WILL
DRAMATICALLY IMPROVE
INTERNAL MARKETING



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“Everything you can do to create the ideal patient experience makes patients take notice. Whether you’re a GP or a specialist, you want patients saying good things about your practice to their families, friends and referring doctors.

Internal marketing is the key to generating these word-of-mouth referrals. And every practice needs those in the new economy!”

Internal Marketing is one of the most effective ways to increase the number of patients coming to your practice. Whether your practice has recurring or one-time patients, every office can benefit from internal marketing and patient referrals. Here are 10 strategies to maximize the internal marketing opportunities in your practice:

- 1 Ask for referrals** – One of the simplest ways to increase referrals is to ask for them. Many patients may not realize that you are accepting new patients. Based on their excellent experience at your practice, most patients would be happy to refer a friend or neighbor. The staff can say something like “Ms. Jones, we love having you as a patient here. If any of your friends or family could use our services, we’d be thrilled to see them as well.”
- 2 Set up a “Thank You” system** – Current patients who refer new patients to your practice should be acknowledged with a handwritten “thank you” note or a phone call from the doctor. For patients who have made multiple referrals, practices may want to present them a small token of appreciation.
- 3 Keep in Touch** – Stay in contact with patients on a regular basis with an e-newsletter, email blasts, or social media updates. For recurring patients, acknowledging their birthdays or other special occasions is another opportunity to stay in touch.
- 4 Use Testimonial Letters** – Encourage satisfied patients to send letters or e-mails to your office. When they write a positive letter, it reinforces to them how good they feel about the office. When you receive correspondence from patients, seek their permission to show it to other patients.

- 5 Improve Confirmation Calls** – Build value for confirmation calls by making them customer service-oriented (“I was calling to see if you had any last-minute questions for your appointment on Thursday”) instead of just a reminder of the date and time.
- 6 Update On-Hold Messaging** – Occasionally, patients will have to be put on hold. Instead of having patients listen to silence or a local radio station, use an effective on-hold message system that discusses practice services you provide, technology updates, and recent CE courses taken by the doctor and team.
- 7 Use a New Patient Form** – When a new patient calls the practice, the team member answering the phone should use a new patient form, documenting the patient’s name (including correct pronunciation), address, and phone number. When a new patient arrives in the practice, team members should greet the individual by name (using the correct pronunciation).
- 8 Use Brochures and Videos** – Educational information is another way to make patients aware of all the services you provide and what the services entail. Put the brochures in the reception area for patients to review. Allow patients to view videos in a consult room.
- 9 Make Over The Office** – Upgrade your office décor every three years. Paint walls, doors and trim. Replace worn furniture and carpeting. An attractive office is imperative if you want patients to recommend your practice. No one likes going to a healthcare facility that appears unclean and/or outdated.
- 10 Put on Evening Seminars** – Give patients an opportunity to learn more about your services at an evening seminar. Make it a fun event by having refreshments and holding raffles. Promote it extensively to have the best turnout. Evening seminars can motivate patients to accept larger cases or more extensive treatment.

Bonus Tip For The Practice Owner

Have An Updated, Professional Website – Your website is usually how people first learn about your practice. If your website looks like it was designed in the 1990s, then it’s definitely time for an update. Provide a section that includes news and events to list evening seminars, community activities, patient appreciation parties, etc.



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