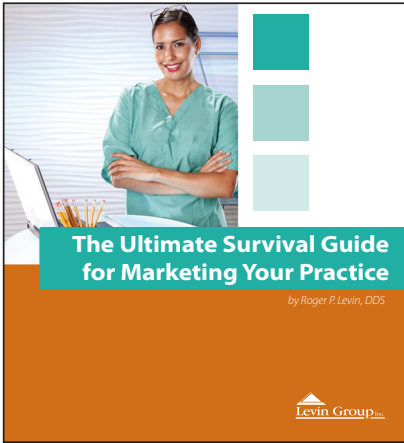


# EXCERPT

## From Dr. Levin's Book **The Ultimate Survival Guide for Marketing Your Practice**



*New patients are crucial to increasing production. Make your practice a destination for new patients by creating a unique experience and systemizing the entire New Patient Experience.*

**Roger P. Levin, DDS**  
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### **Patient Referral Strategies**

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Your dental team members are one of your practice's best resources—take full advantage of their experience and skills! The staff interacts with patients at every step of the treatment process, with countless opportunities to encourage referrals. Training the dental team to ask for referrals can lead to a dramatic increase in new patients. Scripting will help your staff consistently deliver your marketing message. When patients remark how pleased they are with the practice, team members should be trained to respond with the appropriate response. For instance, your script could direct staff to thank patients at the end of treatment and say, "We love having patients like you. Please tell your friends about us." Patients are often thrilled to refer friends and family.

Anyone who refers one patient should receive a personal thank-you call from you and the office manager. On his or her next appointment, a referring patient should receive "thank-yous" from at least four staff members, including front desk personnel, the assistant, the hygienist and the doctor. Recognition and appreciation are meaningful to all patients.

#### **New Patient Strategies**

Remember, the typical first phone call is not just a call. It begins the treatment plan presentation. Trust, motivation and education can all start during this phone call. The first call usually involves the new patient wanting to make an appointment, scheduling of the patient and then asking the caller for various information

Imagine a call where, after the patient identifies that he or she wants to make an appointment, the next comment is, "I am delighted that you called. We love meeting new patients. Whom may we thank for referring you?" The word thank is critical. It shows appreciation and consideration.

After the patient is scheduled, the scheduling coordinator builds value for the office by saying, "Let me take a moment and tell you a little bit about our practice..." At this point, the team member transfers trust by talking about the doctor, staff, technology, services and other important aspects of the practice. This approach often leads to excellent discussions where patients not only make their appointments but keep their appointment and accept treatment.

Is this all important? Absolutely. The new patient phone call is the beginning of the practice-patient relationship. Starting it off the right way is critical to providing optimal oral health care to patients. Regarding prospective patients who call the

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practice, the goals should for 98% of them to make appointments, 96% to present for those appointments, and 90% to accept treatment. This process can help practices maintain positive growth during challenging times.

### **Creating Value**

The following script demonstrates how to build value for the practice and ensure patients show up for their scheduled appointments:

*"Oh, Mr. Smith, it's going to be wonderful to have you in our practice. We are looking forward to seeing you on Tuesday at 3 o'clock. You have already filled out the new patient referral form. Everything is done. You are going to be very comfortable in our office and in fact when you come in, we have a special piece of advanced technology that will allow you to see exactly what the doctor sees on a TV screen. Patients really love it."*

This type of value-added language differentiates your practice right from the start. From the first contact, you want to not only have the patient feel comfortable about your office but you also want the patient to know that you are a little different, which encourages them to accept treatment later on.

New patients are crucial to increasing production. Make your practice a destination for new patients by creating a unique experience and systemizing the entire New Patient Experience, from the first phone call to the first visit to future appointments. Each interaction of the New Patient Experience should be documented and scripted for maximum effectiveness. To succeed in today's competitive marketplace, practices need to treat every patient like a VIP. The practices that exceed expectations during patient interactions will be the ones to receive more patient referrals, achieve greater case acceptance and experience continual increases in practice production.

The first visit is the critical one. Like the old saying goes, you never get a second chance to make a first impression. That patient should walk out saying, "I have never been in an office like this before. They are so pleasant... so nice... so friendly!" If they aren't saying this, go back to square one because you have failed.

### **Final Thoughts**

Remember new patient marketing strategies are designed to create the best first impression possible and manage the patient experience in the most comfortable and professional manner. The goal is to create a foundation for a long-term positive relationship for the patient with the practice.

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*This groundbreaking book by Dr. Roger P. Levin, gives you everything you need to successfully market your dental practice. Dr. Levin shows you how to grow your practice through breakthrough marketing strategies.*

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