

# Swipe & Deploy - Kickstart Patient Flow

## 10 Ways to Kickstart Patient Flow Now!

This plan is not designed to be a comprehensive marketing plan. This list represents 10 ways to jump start patient flow.

- 1 Check all recalls have been sent.** Follow up on non responses. Use an incentive to come in. (Consider dental dollars or Viva Cards if that is appropriate for your ideal patient persona)
- 2 Reactivation campaign** - who has not had an appointment in the last 18 months. Do you have archived files? Audit the patient files. A healthy general practice will have approximately 1500 patients per full time general dentist. Develop a script for the call before making it and again, consider an inducement to re-activate. It is about re-connecting and re-establishing the relationship.
- 3 Refer a friend program.** Again, consider using Viva cards as rewarding the referral.
- 4 Whitening for life** - For all patients, consider a whiten for life program. Initial set up cost of say \$400 (this will vary from one practice to another) for bleach trays and then they receive a tube of bleach for free at the 6 monthly check up. The condition is that patients must attend 6 monthly to be eligible. You could run it as a membership program. We could create an elegant card and so on that fits with your corporate image. The point is to create long term patient loyalty rather than making huge money on bleach.
- 5 Incomplete treatment** - check all treatment that has been planned and not completed.
- 6 Ensure that after hours calls are diverted to your mobile.** These enquiries need to be converted into appointments. If a practice is open 9-5 Monday to Friday it is open for 40 hours per weeks. Thats 40 hours of a possible 168 hours which represents 24% of the week. What happens in the remaining 76%??? Will people call out of hours. .yes!! You need to capture these.
- 7 Sell more services to existing patients.** Consider adding and marketing additional niche services. Profitable niches include IV sedation and OSA. See the plan on how to add services
- 8 Turn Sales Reps and Cold Callers into patients.** When a sales rep tries to sell you something, have your receptionist let them know you'd be happy to do business with them and that you have a policy of doing business with those who do business with you. Let the receptionist ask if they have a dentist and sing your praises before asking them if they would like to make an appointment
- 9 Advanced** - used telephone skills to increase conversion of enquiries to appointments.
- 10 Patient retention is critical** - Loyalty is engendered by creating meaningful relationships with patients. One of the primary keys is to remain in contact. Consider newsletters, linking your blog to your FB feed, patient appreciation events. Read Jesse's book for more on this.