THE TEAM TRAINING INSTITUTE

REFERRALS

Referral is a new patient that was acquired by the practice due to a referral from a current patient, employee, or partner office.

Referral Strategies:

- Listen for patients who compliment the practice or their experience
- Ask about other family members you can help schedule
- Give patients a small gift of appreciation when asking for a referral
- Reward team members who generate referrals
- Reward or recognize patients who have made referrals (comply with all relevant regulations)
- Participate in community events

Do your current patients know you're accepting new patients?_____

Do you track referrals?_____

What percent of your new patients are generated through referrals?* _____

*Goal should be 40-50%

Are you consistently asking patients for referrals?_____

How can you better prepare your team to generate referrals?

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Draft your script for your team to use when asking for a referral and take turns practicing with the script in role-playing scenarios.

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