

# Innovating Your Practice: Case Study

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If your practice provides patient relations that are superior to your competitors, you will more easily retain your patient base and maximize patient referrals.

You will benefit by implementing each of the following if you do so properly:

- Patient satisfaction surveys
- Patient newsletters
- Follow up with patients after visits and periodically thereafter
- Patient recall programs
- Holding events for patients, referring physicians (for specialists), and other target markets
- Packaged retention referral programs

## Patient Satisfaction Surveys

Patient satisfaction surveys provide the following advantages, they:

- Make patients feel you are interested in their satisfaction
- Enable you to uncover patient relations problems so you can fix them
- Provide the opportunity to make unhappy patients happy
- Allow you to ask for testimonials and endorsements
- Open the door for you to ask for referrals
- Provide the opportunity to improve or add desired services

Satisfaction surveys achieve their highest response when you give them out during patient office visits. Make sure, however, your staff asks your patients to complete them before leaving. We usually recommend that the practice provides a box on or near the reception window to place completed forms. This allows patients to remain anonymous for those who choose to do so.

Your satisfaction form should ask patients whether they wish to provide you a testimonial. Those who respond “yes” open the door for your staff to ask them to write a review in online yellow pages, search engines, and social media.

We provide customized forms for each of our clients. In addition, we analyze findings and make recommendations.

## Patient Newsletters

Patient newsletters serve as an excellent vehicle to keep patients informed and motivate appointment making. Newsletters should be short— 8.5 x 11, front and back, in full color. Refrain from using generic newsletters because they usually look and feel impersonal. Promote new services, continuing education, and staff promotions, and provide reasons for patients who have not been in for a while to come back. You can also use the newsletter to promote referrals. There are an effective which to do this subtly, which we share with our clients.

## **Patient Recall Programs**

We have worked with numerous physicians who do not maintain a solid patient recall program. Failure to have one in place that stays in place can cost a practice dearly. We set up and manage these programs for our clients.