How to Attract More Valuable Patients

Your Name

Imagine if every patient you saw was a perfect fit for your practice, your services and your pricing. Your profits would go up! Here's how you can focus on the top 20% of ideal patients and make it happen. (Some ideas adapted from www.DaveCrenshaw.com)

Resource - coming soon

Steps:
- Clarify who are your Most Valuable Patients.
- Clarify who are your Least Valuable Patients.
- Then review and update every aspect of your marketing and the patient experience to ensure you're focused on attracting high-value patients and avoiding low-value ones.

Your Goals
To focus on
To increase ASP to $
To generate $ in additional annual sales

Continue on the next page.

Who are three of your **Most Valuable Patients?**

1.

2.

3.

Demographics of **Most Valuable Patients**

Age	Gender	Income	Locations of home	Other

Psychographics of **Most Valuable Patients**

Activities	Interests	Opinions	Attitudes	Values

Continue on the next page.

Who are three of your **Least Valuable Patients?**

1.
2.
3.

Demographics of **Least Valuable Patients**

Age	Gender	Income	Locations of home	Other

Psychographics of **Least Valuable Patients**

Activities	Interests	Opinions	Attitudes	Values

Continue on the next page.

Next Steps

Review and update:
- ☐ Front desk phone script
- ☐ Website
- ☐ Direct mail pieces
- ☐ Ads
- ☐ Brochures
- ☐ Patient Education Material
- ☐ Other?