How to Get More Physician Referrals

Local physicians are a great source of new patients.

Here's how to get more referrals, more often.

What you need:

- Someone in charge of building relationships with local physicians
- A crystal clear idea of your most valuable patients
- A clear strategy including scripts and emails
- A target list of local physicians most likely to identify potential patients
- Time blocked out for your front desk to implement your strategy
- A way to track referrals, so you can thank the source and get more

Your Goals	
What are physician referrals worth in additional revenue to your practice?	
What are your goals for the number of referrals per month from physician marketing?	
What are your goals for the number of referrals per year from physician marketing?	

Questions

1. Who are your Most Valuable Patients, your MVPs? List 3-5 characteristics of your MVPs. These will be the patients you ask physicians to refer to you.

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2. What is your core marketing message? What distinguishes you from your competition?

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3. Do you have a one-page handout to provide physicians that targets your MVPs, lists the benefits of your services, and includes testimonials?

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4. Do you have the other elements of your marketing package complete including an introductory letter?

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5. What are you doing now to generate referrals?

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6. What's working? What's not? How can you improve?

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7. What script are you using to generate physician referrals?

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8. Do you have a target list?

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Who is on it?

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9. What are you doing to build relationships with your target list?

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10. How often are you contacting them?

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11. When you get a referral, do you have a system for tracking them?

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12. How are you thanking the referring physician?

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13. Based on the questions so far, what do you need to do to develop a comprehensive physician referral program?

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Next Steps:

1. Create an ask to 99 current physicians for referrals to create a list of targets.

2. Create a system to contact and track those referrals

3. Update excel spreadsheet with email addresses in order to use constant contact