



How to Mine Your Patient Database

Every great practice has a long list of happy patients – people who would be delighted to come back and purchase their next pair of hearing aids again. Here’s how to activate that list and generate repeat sales.

Resources

[How To Mine Your Database](#) - read this guide

What you need:

- Goals
- A database hero to be in charge of mining
- Time blocked out each month for them to start digging
- A list of patients to call
- A trained appointment setter to get patients scheduled
- A way of tracking performance and rewarding your mining hero

Your Goal

1. What are you currently doing to mine your database?
2. How many sales are you generating each month from these efforts?
3. How much do you want to make annually from database mining?
4. Who is in charge of database mining? Is this the right person?

5. When each month do they have time blocked out to do database mining?

6. Who is trained to call patients and when will they begin calling?

7. How are you tracking the number of times (out of 7) needed to schedule a patient?

8. What are you doing, once a call is scheduled to ensure patients show up for their appointment?

- Phone
- Email
- Text

9. How are you tracking the number of appointments set and the dollar value of sales from database mining?

Next Steps:

- 1.
- 2.
- 3.