

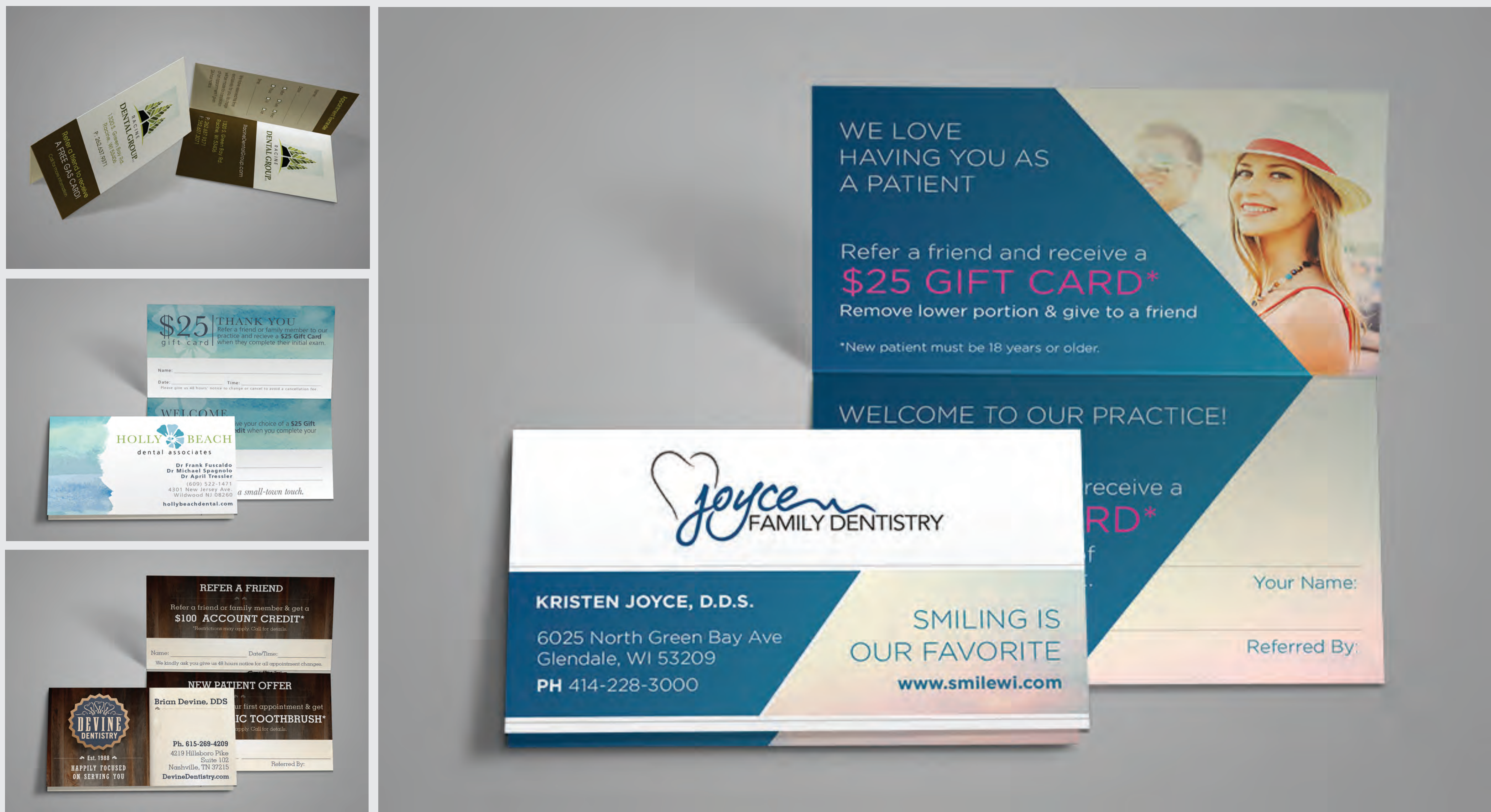
REFERRAL SYSTEM OVERVIEW -

The referral system is your most critical marketing system. New patients that come from patient referrals are generally worth more in per patient revenue. All of your external marketing is a feeder for this system, thereby making every marketing dollar stretch further. The goal is to ensure your staff is consistently implementing best practices when asking for and tracking referrals.

WHAT'S INCLUDED:

- 1,000 Branded Referral/Appointment cards
- System Pricing and Offer Strategy
- Professional copywriting
- Professional graphic design
- Training Discovery
- Staff Referral Training
- Monthly Accountability & Follow-up
- Re-training as necessary

Referral Card Samples



TRAINING OVERVIEW:

- 1. Discovery:** We analyze your current referral process, suggest and verify strategy, identify an internal accountability person, as well as preview the training to ensure compatibility.
- 2. Method:** We train over the phone using a slideshow screen share. This is an effective process that is interactive. We have over 10 years experience and over 95% positive feedback on our trainings.
- 3. What's Covered:** Referral Training focuses on increasing patient referrals through a consistent effort to educate current patients on the benefits of the practice referral program. The staff will be trained on how to better assess the satisfaction of the patient for increased confidence as well as daily and monthly accountability techniques to ensure consistency. Includes training on how to use the referral card as part of the process.
- 4. Follow-up:** After the training the slideshow and a resource kit are sent to the practice. Each month we will follow up on the training to hold the practice accountable and establish good habits.
- 5. Re-training:** If needed, we will re-train employees or work with them to overcome any issues. We will also train new hires as needed. This is available throughout the duration of the contract.

GROWTH IMPACT

- Attract new patients
- Increase per patient revenue and profitability