



10 SIMPLE, LOW OR NO COST STRATEGIES TO  
**BUILD A WORD OF MOUTH  
REFERRAL PRACTICE**  
WITH A CONSTANT SUPPLY OF NEW PATIENTS



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Word of Mouth is by far and away the best way to build a practice. The cost of everything skyrocketing, so being able to save money as well as assure a steady flow of NEW PATIENTS, facilitating almost unlimited practice growth is, to say the least, important.

We're also not talking about "average" patients. These techniques, used properly, will attract the "right" kind of patients. We refer to these as 5-star patients.

These 5-Star patients will not only make YOUR PRACTICE more profitable, it will make practice MORE FUN.

## FUN IN DENTAL PRACTICE?

Indeed, that's what we've seen when doctors and staff are working on these "right", 5-star patients.

### **We define 5-star patients by the following characteristics:**

1. Pleasant and Easy to deal with (voted on by the entire team).
2. Respectful of our time. Shows up to appointments on time and does not unduly cancel or reschedule.
3. Accepts treatment recommendations. Ideally, your BEST care options.
4. Pays their bills in a timely fashion. Ideally at the time of service.
5. Refers other patients. This is THE ONE that is most often missed.

Many patients are 4-star and miss the ONE, CRITICAL star that impacts the health and growth of YOUR practice; REFERRALS.

YOU want more 5-star patients don't YOU?

Of course! And what about the money?

# EACH OF THESE 10 STRATEGIES CAN YIELD MULTIPLE NEW PATIENTS EVERY MONTH.

But let's be conservative; let's say that in total they result in just ONE NEW PATIENT A MONTH.

**A conservative, LIFETIME VALUE of a referred, new patient is \$3,500** (our practices average more than twice that). That means, that by implementing these techniques, you can easily add \$42,000- \$100,000 per year to your practice.

Our experience, however is that the numbers will be way higher. The value of a referred patient is significantly higher than 'average'. That's because they tend to accept your BEST treatment and have greater 'price flexibility', being less likely to shop elsewhere.

The other value added proposition to this process is; when implemented throughout your practice, these strategies tend to produce 10+ new, referred patients per month. That could mean another \$420,000-\$1,000,000 a year, every year.

***What would another \$420,000 a year mean to your bottom line, while not having to spend another dime on external marketing?***

First let's analyze WHY people DO NOT REFER?

Simple; they don't think it's their job. It's not in the patient job description that they've previously been exposed to.

The solution to this sounds simple and IT IS!

It's YOUR obligation to give YOUR PATIENTS a NEW JOB DESCRIPTION!

Just kidding! No need for Job Descriptions (though you SHOULD have them for ALL your team members).

Just follow the 10 simple strategies listed in this guide.

YOU and EVERYONE on your TEAM however, should impress on all patients, all the time, that it is THEIR OBLIGATION to refer other people, like them, to THEIR PRACTICE. It's just part of the Doctor-Patient agreement.

Don't have a list of agreements? There are 7 of them.

Sorry, that's another report, for another time. Let's get you started getting NEW PATIENTS via WORD OF MOUTH right now!

Most people LOVE HELPING OTHERS. Why shouldn't they help YOU? Why wouldn't they want to?

Your job is to facilitate getting that help by giving people the opportunity to do so.

People love being involved in successful enterprises. No one likes going to Dr. Average. They love going to THE TOP and THE BEST.

Perhaps the BEST thing about WORD OF MOUTH referrals is that they cost very little. Compared to other methods, they cost nearly ZERO.

Today, with increased overhead and challenging economics all around, saving money and putting effort into strategies that give the biggest bang for the buck is more important than ever.

Plus, once you incorporate some of these strategies into your systems, it will be like having a new patient faucet that just keeps on running.

Here are some strategies to use to get YOUR existing patients to send more patients YOUR way.

## 1. "CARE TO SHARE"

Have cards printed up to be given in as many ways as you can think to both new and existing patients. One of our practices places this card in every Hygiene bag that's given out.

HINT: PUT A \$ VALUE ON THE CARD!

## 2. THE 3-CARD SYSTEM

This is great for new patient visits of case-completion visits. You, or a team member takes 3 cards and on one of them, writes the Doc's cell phone # or personal email address on it.

The special card is given with the following script: "Here is a card with my (the doc's) personal contact information on it. It is for YOU ONLY." Then give the other 2 and say; "These are for you to give to other people who you think might benefit from our services."

Our clients have told us that this technique is like MAGIC.

## 3. JUST ASK

People don't know that you're accepting new patients. They think that you're so busy. Tell them that in THIS practice, referring other people is part of the relationship. It's SIMPLE; "We LOVE helping people just like you."

## 4. SHARABLE LINKS

These can be used with your emails, blog posts, newsletters, social media and videos. Make YOUR stuff viral.

## 5. ADVISORY BOARD

Gather your 5-star patients (or potential 5-star patients) and invite them to join an advisory board of your practice. This group should meet 2-3 times a year to discuss how the practice is performing from a patient's perspective.

## 6. UNIQUE PATIENT EXPERIENCE

There's nothing more 'word of mouth' promoting than giving someone something TRULY SPECIAL to talk about. Anything that can prompt a "YOU WOULDN'T BELIEVE " in front of a dental experience is the goal, as long as it's positive.

One of our clients uses Teledentistry to communicate with patients throughout the entire dental-sleep-appliance process other than scanning. So, ONE, in-office visit to get an oral appliance! How UNIQUE is that?

Another practice has a "Hawaiian" theme to it, and everything from the office décor to the stationary evokes a tropical air.

## 7. BE AN AUTHOR

Having a book is today's best calling card. It sets YOU apart and sets YOU UP as an expert. It can be given to both patients and prospective patients. It doesn't have to be a novel! A 10-20 page Ebook, Special Report or Whitepaper will work too.

## 8. HAND WRITTEN NOTES

In these days of impersonal and virtual interactions, the more personal you can get, the better.

This is a 2-parter: First, hand write a THANK YOU to every patient and referral source that sends you a new patient. This is where YOU tell them that they're helping you grow the practice (communicate ownership).

Second, and this is very effective, is have a stack of then-you notes available in your office and ask YOUR NEW PATIENT to send a thank you note to the person that referred them. That will stimulate more referrals from both ends of that interaction.

## 9. REFERRAL ACKNOWLEDGEMENT

Other than the hand-written notes, you can have other ways of rewarding referral behaviors that you wish to promote. A client uses lottery tickets in their handwritten notes. It costs a dollar or 2. Another sends gift certificates to a local restaurant.

The bottom line is that you must acknowledge behavior you wish to promote. It's just that simple.

Verbal acknowledgements are great and necessary but our experience is that the effect is too fleeting and so, is ineffective. People want OUT from the dental office and unless they have something in-hand, they'll more than likely forget what happened unless it IS VERY SPECIAL AND UNIQUE.

## 10. ADD A "TELL A FRIEND" PAGE TO YOUR WEBSITE

This can be a simple landing page that allows a patient to insert the name and address of some they think might benefit from your services. Such a "lead capture" will allow you to communicate with this prospect and guide them along the pathway towards becoming a NEW PATIENT.

## BONUS STRATEGY

Post visit phone or video calls; these make a truly UNIQUE and IMPRESSIVE IMPACT on people. No one gets such calls from other healthcare offices. So such a call, best coming from the Doctor, makes a real impact. It's best for post NEW PATIENT visits but its also applicable to any visit. It just gives people something to talk about. That's WORD OF MOUTH!



*To your success,*

Michael Goldberg  
[Practice Perfect Systems](#)

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- ➔ [Schedule a complimentary 20-minute strategy session](#)
- ➔ [Get our Resource Guide, which is chock full of links to People, Products, Books and other resources that we have found helpful.](#)