MEETING DESCRIPTION:

Practices with enthusiastic team members attract patients. This meeting challenges the team to look at how they approach their job. Is it just a job or does everyone really love coming to work? We will talk about the difference between mood and attitude and how to perform in front of patients every day when the curtain goes up and you are on stage.

We will also talk about supporting other team members by giving them “lateral service.”

We will then cover “green light” messages—letting patients know that their referrals are welcome and encouraged. These messages are internal marketing at its best!

This process should be easy, not awkward. It becomes easy when you give the green light message in response to a patient compliment.

You will be asked to give a positive, green light message to patients and track the number of verbal messages conveyed. You should be committed to doing something as simple as responding to a patient compliment by letting the patient know that referrals are welcome. You can use the script provided or use your own messages developed in the meeting, but get the message out!

You will be asked to write down the average number of new patients per month that the practice currently generates and set a future goal.
David Schwab, Ph.D. Team Training Video Series
Meeting 8: How Magnetic Practices Attract New Patients

AGENDA/HANDOUT

The secret to having a magnetic practice that attracts patients is consistent internal marketing.

Challenge:

Everyone has to see getting the new patient welcome message out as a
____________________________________________________________________.

Here are 10 Ways to Turbo Charge Your Internal Marketing:

1. Use a __________________________. Make it a frequently used verbal skill. Start with patients who give a compliment. “Thank you. We appreciate your confidence. Our practice is growing through word of mouth referrals from great patients like you.”

2. You get extra credit (from me) if you get the message out to some of your favorite patients who are great and you

_________________________________________ to give them the green light message.

3. Set a __________________ for each person to respond to at least 90% of patient compliments with a green light message.

4. The message is not for ______________________ patient.
5. __________________ your messages. Why keeping score is important.

Remember, if you ___________________it, you can ___________________it.

6. When a patient is referred by another patient,

______________________________.

7. Put the phrase ________________________ on the home page of your website.

8. Include the green light message on __________________ on which you will print “new patients welcome”: new patient letter, walk out statement, appointment reminders, etc. This is branding and messaging at their best.

9. Put the following message in the hygiene

______________________________ (or with other written materials if you do not have hygienists in your practice): *We are often asked if we are accepting new patients, and the answer is YES! We welcome and encourage referrals from our loyal patients of record. If you have family or friends who need dental care, please feel free to recommend us. Our best patients are referred by our best patients.*

10. Send all patients who refer a patient to you a _______________________.

(If permitted by law, you can also send a coffee shop gift card.)

*Facilitator: For items 1-10 above, lead a discussion and go through items 1-10 above. When you discuss implementation, you need to consider the following:

1. Practice the verbal skill at this meeting through role playing.
2. Which patients in the practice come to mind for this item?
3. How many compliments do you receive in a week/month? You need to track compliments in order to track green light message responses. How will this be done?*
4. **Which patients should not get the green light message because they fail appointments, etc.?**

5. **How will each person track the green light messages that they convey?** (The simpler the system, the better. Just keep a running tally and report it to one person who will compile the master total.)

6. **Discuss how you will tell a NP how much you like referring patient and vice versa.**

7. **How will this be done, who will do it, and by what date?**

8. **On which written materials will the message appear? How will this be done?**

9. **Who will take charge and make sure this is done?**

10. **Who will write and mail these notes?**

*Finally, choose at least three items, and complete the Meeting 8 Action Plan.*

For information about seminars, in-office consulting, or videos produced for your practice, contact:

David Schwab, Ph.D.
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ACTION PLAN

Meeting 8: Secrets of Magnetic Practices that Attract New Patients

Date of Meeting_______

Action items: What specifically will be done? List the action items and put completion dates and the name of the person responsible for implementation next to each action item. (Some meetings will have only one or two action steps; others will have more.)

1. 

2. 

3. 

4. 

5. 

Cost (if any)

Accountability: date progress will be reviewed: