

Here Are 8 Tips On How To Profitably Implement The GetOrthoCases Patient Referral Brochure:

1. Have your treatment coordinators give one of these Patient Referral Brochures to your new patients at the visit when they agree to start treatment. (This is when your patients are most excited about your practice and most likely to refer another patient to you.)
2. Have your front office staff tell patients at their follow-up visits, “We are always looking for more GREAT patients JUST LIKE YOU. If you have a friend or family member, who is considering orthodontic treatment for someone in their family, give them this referral brochure and when they start treatment here, they will get a FREE Exam and panorex x-ray, and we’ll mail YOU a \$50 Visa gift card, as our way of saying “thanks”.
3. Mail one of these brochures to all of the families of your present patients, along with a brief note that includes the same information listed in Tip #2.
4. Give these brochures to dental practices that refer to you. (Hygienists love to get the \$50 Visa gift cards!)
5. When a new patient redeems the patient referral brochure, mail the REFERRING patient of yours another brochure, along with their gift card and a quick thank you. We have found that someone willing to refer another patient with this brochure, is the BEST candidate to do it again.
6. Stuff these brochures into billing statements you are sending out (or have the company doing your statements insert them for you.)
7. Train your staff members to write their name on the back of the Patient Referral Brochures they give out. When the brochure is redeemed, give your staff member something as well. This goes a long way in ensuring your staff carries out this profitable marketing strategy
8. Give one of these Patient Referral Brochures to your patient (parents) at their debanding visit. Take advantage of this time when your patients are thrilled with their beautiful results! **This is a fantastic opportunity to ask for a referral—one you definitely should not pass up.**

Remember, the practices that ask for referrals, and incentivize their patients to give them, get more referrals. Those not asking for them, don't get nearly as many.

GetOrthoCases
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