

A photograph of two women in blue scrubs standing behind a dark reception desk. The woman on the left is holding a notepad and gesturing with her hands while talking to the woman on the right, who is smiling. The background is a dark, modern office setting.

5 BEST WAYS TO INCREASE PATIENT REFERRALS

Here are 5 tips you can use to cultivate more patient referrals from your happy patients!

the ThrivingDentist
with Gary Takacs

1. Let your patients know you LOVE New Patients

Sounds obvious, I know. However, many patients may be under the false perception that you do not accept new patients. A phrase like, *"We love seeing new patients"* can help pave the way to increased referrals.

2. Don't hesitate to ask for referrals!

Again, obvious but often overlooked. Here's a great way to compliment a wonderful patient:

"Linda, we sure love seeing patients like you! Would you please do us a favor and send us other patients like you?"

3. Thank You Notes

Old-fashioned, but super effective! Especially in the era of emails, text messaging, social media and snap chatting, the hand written thank you note is rare and much appreciated. People who refer want to be recognized and a handwritten note is just the way to do so.

4. ID family members

The facts are that many more women go to the dentist than men. Make a point of reviewing your records and if the wife is a patient but not the husband, ask her if he has a dentist and if not, tell her you'd love to invite him to be a patient. Same applies to family members. Most practices have a huge referral opportunity here!

5. Online Reviews

The best patient referral sources are outgoing, social and gregarious. Not all patients fit that personality type. The introverts may love you too, but just don't have the social circles to sing your praises. Ask these people to write an online review. This is an indirect means of patient referral since people do value the opinions of others and a great way to tap into the potential of your less social patients.

Consider these 5 ways to increase patient referrals in your practice.

You'll be creating an engaged patient base who love to share the Dentist and practice they love with others. Building a legion of ambassadors who tell others about you is a great way to cultivate patient referrals in your practice!