

# Tips for Practice Growth:

## How to Get New Patients and Keep Your Current Patients Coming Back



### Attracting New Patients

Most experts agree there's no one answer to attracting new patients; rather, what works is *employing several strategies* at once, tracking one's progress, then tweaking accordingly. The objective is to create a groundswell that feeds itself and builds on its own momentum, so you can focus on what you do best: serving patients.

Here are some tips to get you started:

1. **Lay out an annual game plan.** Don't know where to start? Pull out a calendar. Consider holidays and health awareness months. Write down all the marketing promotions you want to make happen around those dates and concepts (Spinal Awareness /National Chiropractic Month in October, Independence Day Weekend, and National Foot Health Awareness Month in April, the start of your local high school's football season—to name just a few examples).
2. **Shoot to have five, preferably 10, new patient acquisition tactics** in play at one time.
3. **Get involved.** From sports clubs and teams, country clubs, Rotary Clubs and support groups (for example, for those dealing with cancer), there are plenty of local associations who could benefit from your knowledge and care. Consider hosting a Lunch and Learn or offer to speak at one of these meetings. Bring an appointment book with you. You can offer a discount or even a free initial consultation for anyone who attends. Some ideas for topics: "Boosting Your Immune System Naturally;" "Why Foot Health Matters (and Why This Chiropractor Cares);" "Eliminating Ear Infections" and "Controlling ADD Without Drugs."
4. **Host Your Own Wellness Event.** Serve healthy munchies, drinks, offer giveaways or a raffle, and consider a short presentation. Have your staff give everyone free digital foot scans.
5. **Use Free Samples to Promote Your Services.** Vitamin and topical pain-relief manufacturers are eager to get their products into your office, and will often provide samples for no charge. Secure permission to hand these out at golf events, local 5K runs, health fairs, school programs, etc., and affix a small label or sticker with your practice info.
6. **Don't Sell—Educate** on how your services/products will help solve your patient's problem(s). "Always make the words that come out of your mouth about the other person and never about yourself," says Dr. Paul Inselman of Inselman Consulting. Use words like 'you' ...instead of 'I', and 'me...!' Once you have educated your prospect, give him/her choices of how to move forward. Make the choices about THEM not you. Serve, Serve, Serve, and watch your practice grow."
7. **Track.** You'll never know if your efforts are paying off if you don't track your results. Make sure you record the referral source of each new patient. (Some practice management software offers this ability). You should tweak all your efforts going forward based on how successful you are with each, while giving every initiative time to bear fruit.

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