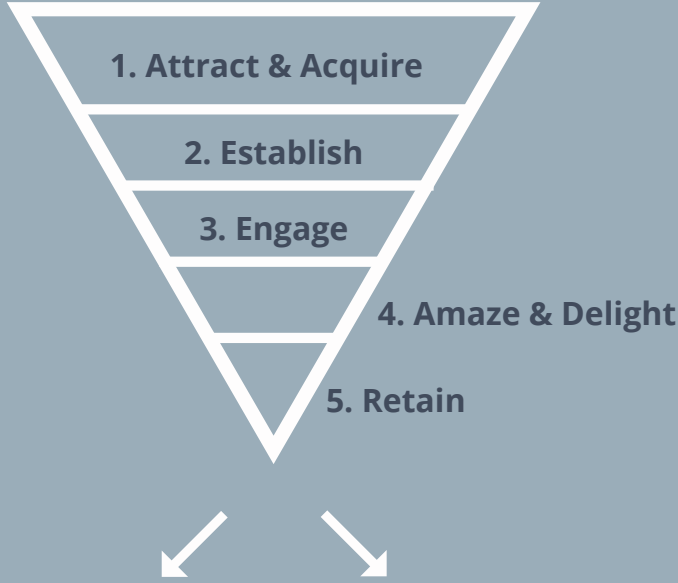




5 Steps to Strong Patient Relationships



Course of Care Retention

Clinic Retention

Each stage of the relationship requires a different communication strategy.

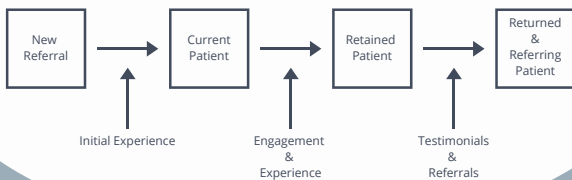
When a patient walks into your clinic for their first appointment, you need to make good on those promises you've made in your message and marketing.

You need to make sure that you never take your current patients for granted. Keep them actively engaged and make them feel valued and listened to.

You must take steps to ensure that they're engaged and satisfied (and if not, figure out how to fix it).

And finally, whether it be via social media, email marketing, or phone calls, you need to have some way of both following-up with former patients and maintaining that relationship.

Patient Relationships



And then, look at your metrics:

Low numbers in the areas of plan of care completion, returning patients, and cancelled appointments/no-shows indicate problems in the patient relationship cycle.

Patient Relationship Cycle

