

MARKETING TO EXISTING PATIENTS

GOAL: To understand how to market to existing patients

LOGISTICS: Answer the following questions.

Do you think it's a part of the team's job to market the practice? Why or why not?

In what specific ways does this practice market to existing patients?

When is the last time this practice offered a new service? What was it?

Will this practice be offering any new services in the future?

Does everyone on your team know how to explain all of your services using the 3 Positive Response Rule?

Practices probably won't market things like check ups or fillings to current patients, but what sort of services does this particular practice WANT every one of its patients to know they offer?

What can the team do to help contribute to the marketing to existing patients?

Date of completion:

Reviewed with doctor/manager:

Initial after satisfactory completion: