

We hope you have enjoyed our 2019 Practice Management Series, featuring low to no-cost tips you and your staff can use right now. Here's our one-page summary, with all of our essential resources in one place.

Four Steps to Increase Your Patient Visit Average (PVA)

[Read the blog post](#)

1. Regularly review PVA numbers

- Use patient management software to learn the percentage of patients with two or less visits. Start with last three months, and then repeat monthly.
- The PulStar's Front Desk program is specifically designed to share PVA with your team.

2. Set up a doctor-led tour for first-time patients

- Show breadth of care from initial consult, through care regimen, to wellness/preventative care

3. Create a positive phone experience

- Ensure prospective patients speak to a live human (see #1 next column)
- Hire an answering service to cover after hours

4. Ensure it's the doctor who speaks to the patient about scheduling their next appointment

Four Steps to Increase Patient Referrals

[Read the blog post](#)

1. Customize a phone script for your staff

- Determine who (if anyone) referred the prospective patient, prepare an "elevator sell" about the practice and, if possible, have the doctor introduce him/herself to the patient
- [Use this sample base script from Dr. James Maggio](#), and adapt it to work for your practice

2. Make sure patients leave with your contact information

- Prepare a business card sized refrigerator magnet with your contact information. Reinforce your desire to be an on-going resource for patients and make it easier for patients to refer friends and family members. (Give each patient two magnets—one to share)

3. Foster patient-to-patient referrals

- Work-in an invitation in your phone script for patients to bring a close friend or family member to the appointment
- If not producing magnets consider creating referral cards
- If you have the PulStar, send patients home with computer before and after images

4. Develop referral relationships with medical doctors

- Explain that you have a HIPAA-compliant document share system, so referral visits safely stay a part of the patient's electronic medical records
- Explain chiropractic as alternative to prescription pain relief

Three Internet Marketing Tips

[Read the blog post](#)

1. Create reasons to be in your patient's inboxes

- Make the collection of an email address and birth date part of your phone script
- Email birthday greetings, perhaps with a low value gift card to a near-your-office retail coffee or ice cream location
- Create a once-a-month blog and email a link to your patient base

2. Put in a formal program to encourage happy patients to write online reviews

- Asking for Google and social reviews are especially successful if requested by the doctor

3. Choose one or two digital marketing tactics and stick with them

- Facebook advertising can be very targeted and cost-effective
- Patients can also be geotargeted with digital display ads
- Don't try to do too much

Start with these basic low-to-no cost marketing tips for each of your offices. As you begin to get traction, you may want to layer on more sophisticated marketing and/or graduate to the help of a professional marketing partner.