

9 Easy Ways to Reactivate Patients

Did you know that missed appointments cost the U.S. healthcare system more than \$150 billion every year? That's a whole lotta money—some of which should be in your pocket. Now is the time to get your recare program rocking. Check out these nine easy ways to reactive patients and start seeing the success you deserve.



1

Identify needed recare

Implement an automated system that will identify patients overdue for regular appointments, unfinished treatment, or missed appointments. You can't bring them back if you don't even know who they are!



2

Text message

Text messages are the perfect way to reach out to overdue patients. Not only do they significantly reduce the number of no-show appointments (we're talking 30-50 percent), but they also remind patients when they are past due for being seen. Recare and texting are a perfect match.



3

Email

Draft automated email recare messages to be sent out for patients who haven't been seen recently. (Tip: You may want to stagger the number of text and email recare messages you have so that you don't get overwhelmed).

**4****Follow-up**

Send a survey to overdue patients to uncover the reasons you haven't seen them in the office. Knowledge is power. Once you know why they're MIA, you can better address (and correct) those issues.

**5****Offer financing options**

In the U.S., one in three Americans have put off needed treatment due to a lack of financing. Get patients back in the office by offering alternative ways to pay, from services like Care Credit to long-range payment plans.

**6****Education**

Patients love newsletters—85 percent say they enjoy receiving and reading them. Regular education and contact through email fosters loyalty among patients and makes for a great recare strategy.

**7****Be social**

Twitter and Facebook alone have almost 2.5 billion regular users. Through status updates, posts, and reviews on your page, you will remain top of mind to patients who haven't been seen for a while. Who knows—your next post may be the one that gets them to head back in!

**8****Offer extra hours**

Time after time, studies have found that extending practice hours is a huge draw to busy patients. If you have it in your schedule to open for a few hours in the evening or over the weekend, you will attract patients who aren't available during regular business hours.

**9****Use holidays**

Many practices find success reaching out to inactive patients on a set schedule. A great way to do this is to always send out recall emails during holidays such as Christmas, Valentine's Day, Independence Day, Back-to-school, or Thanksgiving. Throw in an incentive and recall will improve even more.