

14 WAYS TO GENERATE MORE REFERRALS AND GROW YOUR BUSINESS

- 1. Maintain Relationships.** Building relationships with influential people all around you is very important - even more important is maintaining those relationships long-term. "It's not what you know, it's *who* you know!"
- 2. Prioritize Your Referral Base.** If you have regular referral senders, show them the most love to keep those referrals flowing in!
- 3. Provide High Quality Care.** By providing the highest quality care, you'll become the obvious choice for referral sources to send their patients to. Consider adding a unique service to your offerings.
- 4. Hire a Physician Liaison.** A physician liaison is a great option if you don't have time to market every week yourself. A physician liaison will serve as your brand ambassador and build lots of relationships with referring physicians in the community.
- 5. Market Your Strengths.** Do you provide a service no one else in your community provides? Pelvic health? Balance therapy? Aquatic? Make sure everyone knows it!
- 6. Refer TO Physicians.** You may find yourself with a patient in need of services from a physician, so refer them. Your patients and physicians will thank you and reciprocate referrals!
- 7. Improve Patient Satisfaction.** Communicate with your patients and conduct surveys via email to find areas where your practice can improve. The more happy patients you have, the more referrals they will send you!
- 8. Establish a Patient Loyalty Program.** Just as you should prioritize physicians who refer to you already, you want to focus on patients who already refer to you or have the potential to do so. Offer an incentivized program to motivate them!
- 9. Network Yourself.** Network everywhere you go and attend as many community and social gatherings as possible to encourage new people to visit your clinic.
- 10. Get Involved in Community Service.** Community service and outreach is a huge reputation booster and opportunity to get to know influential people in your community. Your team will likely enjoy getting involved too!
- 11. Blog.** Maintaining a blog on your website has a lot of benefits. One being that it helps potential patients find you online and build your reputation as an expert in physical therapy.
- 12. Ask Your Patients to Refer Friends & Family.** If you see particularly enthusiastic patients, ask them to refer to you and they'll likely be happy to do so. "Ask and you shall receive!"
- 13. Offer Free/Discounted Service Days.** Hosting promotional days and offering discounted services will help boost your foot traffic and appeal to patients who haven't visited you before.
- 14. Host Seminars.** You're the expert in your industry and people all over the community will benefit from your knowledge and suggestions. Health and wellness seminars will give you the stage to market yourself and the importance of physical therapy.