



14 Ways to Generate More Referrals

You probably already focus on a few of these first ones... but you should be perfecting your craft every day! (They are still so important to work on and can be significant contributors to your clinic's success!):

1. **Build Relationships.** Hopefully, you're building relationships already. There are valuable relationships all around you among physicians and other PTs. Who you know can make a big impact on your referrals. If other physicians and PTs in your community know you and trust you—or know you have specific expertise in a certain area—they will likely send you patients on the regular. The biggest thing to remember about building relationships is MAINTAINING those relationships! You can't just forget about those folks that are helping you out! Send them thank you notes, take them lunch or visit them to thank them in person with a small gift! Get active in the community, hang out where they hang out, and become a true community leader. You should also treat referral relationships like real friendships.
2. **Prioritize Your Referral Base.** If you have referral sources that send more patients to you than others, show them the love they deserve! If you keep reaching out to the same physicians in your community over and over and they never send you any referrals, don't waste all of your time and effort on them. Stay close with those physicians that always refer to you, as they will be more helpful than the ones that don't.
3. **Provide High Quality Care.** This is a given! If you're providing the best patient care in your area, the referrals will come. Physicians want to send their patients where they know they will receive the best care and customer service. When you help your patients heal and feel better, ask them to let their referring physician know how great their care was at your practice. Those physicians will be happy to hear it!
4. **Hire a Physician Liaison.** A physician liaison can be a valuable asset to your private practice, and not to mention, free up your time so you don't have to spend hours and hours in the community marketing your practice. With the right training and guidance, a physician liaison can build and maintain relationships with many different referral sources in your community. He/she will serve as the face of your brand and keep your practice top-of-mind for local physicians. [Managing this individual can be challenging... click here to see everything you need to know about hiring and managing a physician liaison.](#)

Don't miss out on these extra steps that are sure to bring in more referrals...

5. **Market Your Strengths.** Almost all of your competitors specialize in orthopedics... Do you also specialize in geriatrics? Women's health? Sports? Let people know! Your expertise in a specialized area will set you apart among other PTs in your community. These specialties may be exactly what your referral sources are looking for.



6. **Refer TO Physicians.** Shocking, isn't it? Did you know that you should be referring TO physicians in your community? If you want to create the best plan of care for your patients and help them get better, sometimes that may require them seeing other physicians. You're not sending them away—just helping them get the best treatment! There are a number of ways you and physicians can work together to both treat a patient. Patients will thank you and so will physicians, and reciprocate referrals!
7. **Care about Patient Satisfaction.** How your patients feel about your practice will influence whether they refer their friends and family to you. If they completed their treatment and got better, but they thought your receptionist was terribly rude or your practice hours didn't fit their needs, their opinion of you could be negative. Talk to your patients or conduct surveys to find areas where your practice can improve. [Here are 4 Things You Need in Your Practice to Improve Patient Experience.](#) Work to make sure each patient walks in happy and leaves even happier.
8. **Provide a Patient Loyalty Program.** Don't forget about those patients that love you already! Just like you want to prioritize physicians that refer to frequently, you want to focus on those patients that may already be referring to you or have the opportunity to do so. Offer a patient loyalty or incentivized program for patients that refer to you. It will motivate them to get the word out about your excellent care! Be creative with what you are able to offer... bottled waters, equipment, or something from your retail store! (Make sure you are aware of rules & regulations in your area.)
9. **Network.** Networking has tremendous benefits. Maybe you're a new practice in the community—networking at business conferences or social gatherings will help you build your reputation and create connections. It also allows you to educate your community about any new or specialized wellness services you provide. You can network at exercise facilities (you'll meet lots of potential patients here), art events, coffee shops, neighborhood meetings, conferences, chamber meetings, ethnic/gender based clubs, volunteering, local music events, and you can even look for social media networking opportunities in your area. Type in your city and you're bound to find countless opportunities.
10. **Get Involved in Your Community.** Community service and outreach is a huge reputation booster. Sponsor a 5K run for Leukemia or host a food drive at the beginning of each school year. [See how one PT practice in Las Vegas helped the people in their city.](#) Physicians, PTs and families all over your community will notice. If you get your entire staff involved and ask them to share it all over their social media and invite all your patients to participate, you can make a positive impact on both your community and your practice.
11. **Blog.** Blogging and providing helpful information on your website will prove beneficial when patients are searching for PT-related information online. Post regularly and write about things that your patients may have questions about. Write about some easy exercise tips for better flexibility, or about what to expect when starting physical therapy.



Keep it simple, readable and helpful! [Check out this Blogging Tip Sheet.](#) Your patients will appreciate your efforts and share with their friends and family. (Everybody knows someone with back pain... let them know why they should be seeing you and not a chiropractor!)

12. **Ask Your Patients to Spread the Word.** Ask and you shall receive! Your patients may be overjoyed about their experience with your practice, but they may not think about sharing that experience with other people. Ask your patients how their treatment and experience was and ask them to share on Facebook, Yelp or Google. You can even ask them for a testimonial for your website. A growing number of potential patients are searching for clinicians online—seeing those raving reviews will help them form an opinion on your practice before they even call your receptionist.
13. **Offer Free/Discounted Service Days.** Could you offer a test or some type of service to bring potential patients to your practice? Maybe a fall prevention test to see if patients are at risk for a fall? A strength test? A high school sports full body test to see if there are specific muscles that are weak preventing the athlete from taking their game to the next level? There is a fine line between offering valuable promotional days and just giving away your services for free. However, you can offer discounted or free fitness evaluations two or three times a year to bring in patients that are interested in their overall health. It's also a great way to invite your existing patients and their spouses, parents, children, etc. Invite anyone and everyone to see what you do and get involved in their health. Even if someone comes in for an evaluation and doesn't book with you right away, they will remember you as soon as they or someone they know needs PT.
14. **Host Seminars.** You are, after all, an expert on the body... Share your knowledge with the community! Many folks in your area may not understand the importance of PT or the [role of PTs in prevention](#). You can host seminars and educational events in your community that will help folks learn more about PT and your practice. This is a great way to reach health consumers directly. You can host them on or off site!

FYZICAL is helping physical therapists everywhere gain access to a larger patient base and increase referrals with turnkey marketing programs.

You now have the opportunity to learn about FYZICAL franchising opportunities by watching the Discovery video from the comfort of your home or office. Click below to check out the video and see if FYZICAL is right for you.

[Click Here to Learn More about FYZICAL Opportunities](#)