

5 Tips for Reducing Appointment Cancellations

Tip Sheet



Make sure your patients know they have to cancel at least 48 hours before their scheduled appointment. "Time is money," so if you have enough notice of a cancellation, you need to try and fill that space with another appointment. Make sure your patients understand why you have this cancellation policy (too many last minute cancellations, leads to less money made, which means you won't be able to serve your community), and you'll immediately increase their compliance.

◀ **Inform your patients of your cancellation policy**

Send patients a follow-up reminder via automated text or call so they don't forget the date and time of their appointment.

◀ **Send follow-up reminders**

Call patients the week of their appointments to get a verbal confirmation that they will be at their appointment. Reschedule if needed. This also gives you a chance to touch base with the patient and see how they are doing. You can maintain an ongoing relationship this way.

◀ **Confirm appointments**

Make sure your patients are aware of your cancellation/no-show fees. In the event of a no-show, call the patient and find out why he did not arrive for the appointment. Do not charge a fee if the patient had an unavoidable emergency.

◀ **Charge fees for last minute cancellations or no-shows, except in emergency**

Reward patients that arrive on time for appointments. This can be done for each appointment made on time with a discount on services (as applicable), or by entering the patients into a raffle for a big prize at the end of the month. Rewards are often more motivating than punishment, so reward your punctual patients!

◀ **Reward patients for arriving on time**

Did you know there are really 7 EXACT Steps You Need to Take to Reduce Cancellations?

Brian and Melida Sganga in Lake City, FL implemented these 7 steps in their practice and their cancellation percentage went from 20% to 6%...

They discovered these steps at [PT Revolution](#). You can learn more about this free event [here](#).