

## 10 Strategies for Improving Patient Retention

The old approach to patient retention focused around patient control procedures designed to “plug up” the “leaky bucket.” These still work.

But this approach tends to address the symptoms more than the causes. A more effective approach is focuses on teamwork.

Patients, like customers, want two things: results and a “good feeling.” The “good feeling” is a product of how much each doctor and staff member genuinely cares about that patient at the time he or she is interacting with that patient. Patients will even tend to stay with a doctor and a practice if their results are not satisfying IF the service and care is genuine and extraordinary.

An effective method of improving patient retention includes roll playing the “moments of truth” each team member has with patients. These include phone and walk-in greetings from the front desk, patient encounters with the doctor, therapist, and with the billing department for financial consultations.

Here are ten strategies you can put into place to keep your patients coming back.

### Ten Strategies To Improve Patient Retention

**\_\_1. Love The Services You Provide.** If you don’t love what you do, how can you expect your patients to? People buy based upon confidence – and if don’t have faith, confidence and love for your services, your patients won’t either and they won’t come back. (They won’t refer either.)

**\_\_2. Love Your Patients.** People can tell if you are being real, or just reading a script. You see it when you go to the chain stores and the checkout clerk says “hello”, or “have a nice day.” They say the words, but it isn’t genuine. They just don’t care. Practice and improve these “moments of truth.”

**\_\_3. Their Goals.** Be goal oriented with your patients. Get them to set and commit to a goal for improving their health. Keep them recommitting.

**\_\_4. Coaching Patients.** Once you have their commitment, you now can use your patient control techniques. Recall systems, reactivation programs, multiple appointment scheduling, and other methods used by the front desk, doctors, and other team members can now be used effectively.

**\_\_5. Education to Make Your Patients Self-Motivated.** Would you as a chiropractor, or experienced chiropractic team member, stop getting adjusted? Of course not. And why not? Because you know it how important adjustments are to maintaining your health. You have been educated.

**\_\_6. Help With Finances. Third party pay is confusing.** Financial concerns can be embarrassing for your patients. Providing friendly and easy access to personal help in working out paying for their services can assist keeping your patients coming back.

**\_\_7. Stand for Something.** Your mission has to extend beyond relieving pain, just like Apple goes beyond computers or Starbucks beyond coffee. If you honestly embrace a greater purpose, your patients will see why you do what you, not just how you do it. They will want to support that purpose as well by getting adjusted regularly

**\_\_8. Family.** People like to belong to communities. We like to have friends. Some offices call their patients “Practice Members”, while others have “wellness clubs”, and advisory committees. However you do it, your patients should feel like they are part of your inside circle.

**\_\_9. Measure, review, improve.** Constantly work on improving your service. That which you don’t improve upon eventually atrophies.

**\_\_10. Take care of each other.** As it turns out, the way you treat each other is the way you will treat your patients.