

EP.4 5 Easy Ways to Improve your Retention Rate

Did you know?

1 Broken Appointment in Hygiene is about \$150/hr., which is \$30,000 dollars a year of loss production...and that's just 1 appointment.

When the hygiene schedule is open, the doctor schedule suffers as well!

If you have new patients coming in and you are not retaining them, then you are wasting your marketing dollars. As a whole, dental offices are not great at creating value. You must create value throughout the visit.

- 1. Experience at the Front Desk:** this is their first impression when they walk through your door. It can make or break your retention rate! What is your front desk experience? Are you meeting or exceeding their expectations? What is your system for handling cancellation calls? You need good verbiage when they call to cancel to not let them off the hook so easily when they cancel. Retrain your patients! It's all in the verbiage.
- 2. Create an Ultimate New Patient Experience** by giving them a tour and a gift. Again, they are not expecting this. Give them more than they expect to make it a memorable experience.
- 3. Find out what your patients like/dislike.** Survey your patients to find out what you are doing well so you can keep doing it, and find out what you can be doing better! You will never know if you don't ask! Keep it short.
- 4. Create value in your clinical area** – show them your technology – intra-oral cameras, lasers, etc. Don't minimize what you are doing in the back of the office. You can offer a dental fitness report card to show them everything you did that day!
- 5. Patient Appreciation Days** – show your patients you appreciate them with fun drawings and events! What can you do to your loyal patients to show your appreciation?

What can you do to create more value in your practice? Carefully analyze what you are currently doing and how you can make it better.