

EP. 27 3 Reasons You Should Always Be Increasing New Patients

Last episode we talked about 3 ways to grow your hygiene department and the #1 way is to increase new patients.

3 Reasons You Should Always Be Increasing New Patients:

1. Every dental practice loses around 15 - 20% of their client base A YEAR. People move, people find a sweeter deal, people pass away, etc. If you are not replenishing this loss, then you will never grow, or worse you will decline!

2. A new patient can bring in thousands of dollars of revenue over their lifetime. An average new patient is conservatively worth \$1,500 to a practice. Plus, if the new patient likes you, then they will refer their friends and family, if you ask. Hygienists are one of the most trusted team members in the practice. Leverage them to ask for referrals. Everyone on your team is in the new patient business, so utilize them to get more new patients!

3. Increasing new patients is the quickest way to grow your hygiene department. If you are increasing new patients by 50 a month, then you should be adding a full-time hygienist. Many new patients see the hygienist first. If new patients increase, then your hygiene department should be growing at the same rate. If not, then you have a serious retention problem and need to listen to Episode 4 – 5 Ways to Improve Your Retention Rate.

How many New Patients do you see in a month? If that number has remained the same, then it's time to evaluate your new patient process.