

EP.30 How to Increase Frequency of Purchase

We are in series about 3 ways to grow your business, and we spent the last few episodes talking about the first step, which is increase your new patients. The second way to grow your hygiene department is to increase how often a patient returns to your practice.

3 Ways to Increase Frequency of Purchase:

1. Create value at each visit – Create a dental fitness report card that explains what was done that day and any recommendations. Use the intraoral camera and leave pictures up on the screen for the patient to see throughout their visit. A picture is worth a thousand words. Refer back to the why, what, and when at the end of the visit. Why do they need to come back, what do they need to come back for, and when do you need to see them back for their next visit. Repeat this throughout the visit and make it personal to the patient.

2. Have a Solid Perio Plan – Stop under treating periodontal disease! All too often hygienists perform the scalings, yet call them prophies. When you do this, you diminish the treatment you worked so hard to do and the patient does not see the value. Plus, they are not coming back as frequently as they should for perio maintenance.

3. Put a Person in Charge of Your Recare System – “If everyone owns it, no one owns it.” Have one person oversee this system and track downtime and make a goal to reduce it.

How loyal are your patients? Evaluate these areas and make a game plan to increase the frequency of purchase.

Request a FREE eBook: 3 Ways to Grow Your Hygiene Department to supplement this podcast series from our website www.HygieneProfitLeaders.com.