

Healthcare Partnership Strategy: Identify Potential Partners and Crafting Your Message

Start by defining your ideal patient. This description will help you identify where you can find your ideal patient.

- Describe your ideal patient “avatar.”
- What are their common characteristics?

#1 – “The Who”

What Businesses Do You Want to Target?

What Types of Businesses Already Have Connections With Your Patients?

Who are the Specific Individuals You Want to Target?

Who are the People Involved With Your Patients Before/After Your Appointments?

Where will you find your ideal patient?

Who already does business with them?

#2 - The Warm List of People

Who do you know?

Who does every member of the team know?

Who do the spouses/kids/relatives/coworkers/neighbors know?

Prioritize based on opportunity

Who has an affiliation with them?

Who socializes with them?

Who has access to them?

****Create a list of “obvious” and “non-obvious”*

#3 - Develop Your Initial Approach To The Referral Source

Develop the Relationship

Do you have a similar mission?

What are your common connections?

How can your products/services compliment one another?

Team

- Who Will Commit With You?

#4 – Message Components

Team = “I have someone I believe you should know.”

Direct = “I am reaching out because I am looking for someone who...”

Warm Introduction = “I received your name from (name) as we are looking to meet someone who provides (service) in the community and (name) said you were the best. When would be a good time for me to stop by for a few minutes to see your (office, facility, etc.) and meet you in person?”

Create your script below using verbiage that you would personally feel comfortable with:

#5 – The Meeting

“Hi (name) it is great to meet you! I have been looking forward to stopping by!

(small talk)

“So, tell me a little bit about what you love most about the service you provide to your (customers/clients/patients)...What is your favorite part of working with your (customers/clients/patients)?”

(answer)

“That all sounds fascinating! (Name) was right, you seem like such a (caring, passionate) person and have a great business. I would love to see how we could help each other out.”

(If they haven't asked about you and the practice yet, then transition to this...)

“Would you be open to hearing a little bit about our mission within the community?”

(They should say yes...if not, something is not right and probably aren't a good fit at all)

“Thanks for letting me share a little bit about our dental practice. Dr. (last name) started (practice name) about (#) years ago with the purpose of providing high quality dentistry to the (city) area. (His/Her) passion and commitment is what motivated me to join the practice (#) years ago and have loved seeing the impact we all have on people in this community.

Over the years we have met such wonderful people who have become our patients, and ultimately friends, as well as other spirited business professionals who want to do more for their (customers/clients/patients) and collaborate with others business

professionals in the community to support each other. That is really why I am here today.

(Name) spoke so highly of you, I simply had to meet you. I would love to know, have you ever dedicated any time and effort into creating mutually beneficial referral partnerships?

(If yes)...I would love to hear about what you are doing and how it worked out.

(If no)...Would you be open to discussing whether it could be a good fit for our businesses to work together to generate some new business for each other?"

Healthcare Partnership Strategy Action Items and Top Priorities

Document the final decisions as a team below and fax to Tyrella at (615) 807-3290.

#1 - "The Who"

List the businesses that your team has decided they will target this quarter.

#2 - The Warm List of People

List the centers of influence that exist in your practice and the organizations or affiliations that present an opportunity for some type of partnership.

#3 - Develop Your Initial Approach To The Referral Source

List your shared mission, common connection and complimentary services for each business you plan to target- this will help you to craft your message for each business you visit. Also list who will own the

healthcare partnership initiative- this may be one person for all or one person per business. *Use additional sheets if necessary.*

#4 – Message Components

Describe the introduction you will use for each of the healthcare partners you plan to target in Q4. *Use additional sheets if necessary.*

#5 – The Meeting

Describe the meeting and conversation strategy you will use for each of the healthcare partners you plan to target in Q4. *Use additional sheets if necessary.*
