Patient Appreciation Event: You Make Us Smile Like the Sun!

We all know that referrals are so important to the health of your practice. Scott advocates the creation of a referral culture because it works, and because referrals are a much higher quality patient than those attracted by generic marketing. How do you generate referrals? Do things that get your patients to talk about you and your practice to their circle of influence!

When it comes to marketing and ROI, you will find that Patient Appreciation Events can generate more "A" patients for a reasonable investment over any other type of marketing. Summer is a great time for such an event- no matter where you practice is located there is something or somewhere that your patient base-and their referrals- would love to spend time with you!

First, you will want to choose your target market- the type of patient you want to attract. For an orthodontic or pediatric office, you will want to target kids that are the age of your current patients or the age of younger siblings. For an office specializing in implants, you will want to focus on adults with a disposable income.

The key is to determine who your target market is and then think of some activities or events that they would be interested in attending. Some fun ideas for an orthodontic office might be a local waterpark, ice or roller-skating, beach and swimming parties, bowling or laser tag. Or you could host a fun event at your office with kid-friendly activities like inflatables, face-painting, craft activities, and snow cones. For offices attracting adults a local music venue, group outing to a local sporting event, or wine tasting to name a few. Combinations of the two such as outdoor picnics with family-friendly activities, private movie showings and family-style BBQ's could work for practices who wish to attract families.

Utilize our event planning guide to make sure that your team can easily plan your event and have all the details in order.

We have provided flyers, email templates and postcards to notify and invite your existing patients. Remember- your goal is to have more new or potential patients than current patients of record at this event. Please feel free to reach out to us for more ideas or help with planning your event.

Remember to send in your event photos to us!

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