



## Guiding Patients Through the Referral Process

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Connecting Your World

Secure Text, Voice, and AI

**Guiding Patients Through the Referral Process**



Connecting Your World:  
How to manage the referral process to grow your network, improve outcomes, and increase productivity

Referral Spot Light

## Guiding Patients Through the Referral Process

### Growing Referrals and Patient Satisfaction Takes More than Marketing

Strategy for referral marketing is a significant practice management topic, and **the process** of managing referrals is often ignored.

**Pull up a seat  
This is important**

Did you know that claims related to referrals are on the rise? "According to the Institute for Healthcare Improvement (IHI), more than 100 million referrals are requested annually in the U.S. with only half being completed."

According to DentistryIQ, "lost and unfulfilled referrals adversely affect patients by leading to larger health concerns and result in lost revenue for specialists, averaging anywhere from \$953 to \$5,150 every time a patient neglects to follow through on a dental referral."

You can improve patient satisfaction, outcomes, and productivity, by effectively managing patients through the referral process.

Many referrals are generated by tearing a slip from a pad and writing the patient's name and chief concern, often followed by a call from staff to speak or leave a message alerting an incoming referral.

Consider using an application that provides security, simplicity, reach, and response rate of texting. Add support for any digital document, freedom from downloads for mobile use, and quick access to anyone in your business universe regardless of registration status. Take it one step further and add conversational voice and AI.

Follow us as we discuss and illustrate a secure, simple, and robust method to **manage patients through the referral process.**

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