

C. Setting Up Your Key Referrer Program

A model for successful management of your professional referrals...

- Create a master list of all current and past professional referrals. Consider:
 - Primary care physicians
 - Specialists
 - Nurse practitioners
 - Physician assistants
 - Nurses
 - And more...
- Make a file (manila or computer) for each name
- Compile basic professional information and any personal information that you can gather
 - Spouse and/or kids names
 - Birthdays and/or anniversaries
 - Hobbies
 - Sports and recreation
 - And more...
- Implement marketing strategies to establish referral relationships and motivate to refer

Strategies for Practice Principals

- Lunch/breakfast to talk about personal things: families, hobbies
- Buy magazines of various hobbies of professional referrer. Select an article you think your referral would find interesting. Send it to them with a personal note from you.
- Birthday present. A birthday present stands out more than a Christmas/holiday gift.
- Subscribe to your referrers favorite magazine on their behalf
- Sports/theater tickets for your more valuable referrers
- Annual event; golf day out, fishing trip

Strategies for Practice Staff

- Have lunch delivered by your office manager or front office
- Deliver "flower of the month"
- Monthly bagel run by front office person
- Special cake events: Valentine's Day, Independence Day, etc.