

7 Habits For Patient Newsletter Success



1

TALK IT UP!

Be proud of, and enthusiastic about, your newsletter initiative ... and tell everyone about it! You and your staff can increase, and make an impact on, awareness. Use newsletter content to initiate discussion about treatment options, and use it as a consultation tool.

2

HOLD A STAFF MEETING PER ISSUE

Read all newsletter articles out loud at your staff meeting. Staff should know and understand newsletter content and program goals. Get everyone involved in achieving goals. What would your hygiene department like to say? What issues does your front desk staff wish to cover? What procedures do you want to perform? Use your newsletter to highlight these topics to patients.

3

ASK FOR REFERRALS

Your patients are your number-one source for new patients, so tell them that you accept new patients and encourage their referrals. It's easy when you include a request for referrals in every newsletter edition. Often, all it takes is a thank you.

4

KEEP NEWSLETTERS VISIBLE

The more awareness your newsletter program receives, the more success you will experience! Post a copy in each operatory and consultation room, and display your newsletters on your reception desk. Keep magazines to a minimum and encourage staff and patients to take extra copies to hand out.

5

TRAIN STAFF

Encourage patient participation by asking them for feedback and ideas for future issues. Do staff know what to say when potential patients ask about you? Do staff know how to assist with treatment acceptance?

6

OFFER STAFF INCENTIVES

Your staff should personally ask for patient referrals, and they should feel rewarded for generating new patients outside of your practice. Encourage staff to keep your newsletter on hand for personal recommendations. Offer incentives for their efforts. Make a note in the patient file for two requests per year.

7

CONSISTENCY IS KEY

Response improves with every distribution. We've seen it time and again! Clients who mail consistently (maximum four months between distribution) reap long-lasting successful results. Short on time? Ask your Account Manager for help, we'll do it all for you.