

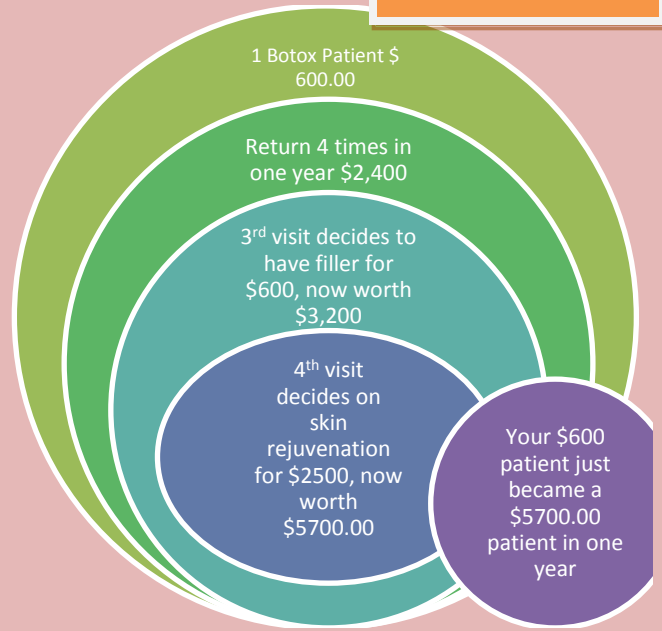


Patient Retention, Patients For Life

What is the potential value of a patient?

Customer loyalty and customer retention are not one in the same. You need good retention programs to create loyal patients. You can be the only game in town and retain patients, however when new service providers emerge you can lose your patients, because they may not be loyal to you. Create brand advocates. How do we do that? By fostering relationships.

Ask yourself; Are your patients, relationship patients or transaction buyers? A transaction buyer is someone who is interested only in prices. These buyers have no loyalty. "A relationship buyer is looking for someone they can trust. Relationship buyers, if cultivated, will stay with you for a lifetime." -Paul Wang, Professor at Northwestern University
<http://www.dbmarketing.com/articles/Art142.htm>



Why Do Patients Leave?

The majority of patients will leave you because you stopped "treating them the way they expect to be treated."

-You become complacent and take their "loyalty for granted."

-Other service providers pick up your slack and communicate better and on a more regular basis. Before you know it you are experiencing patient "erosion," the gradual loss of your loyal patients.

Some leave because they are unhappy with the product or the price.

-You have neglected to help the patient perceive a "value" for the service.

Some patients move and a small percentage unfortunately pass away.

Develop A Communication System

Create a system which identifies high loyalty patients and their buying patterns. Identify a patient's needs before they leave. Utilize a system which can offer a complete circle of touch points.

