**Benchmark 10** 

**The Referral Generation System**

**Worksheet**

Answer the following questions:

1. How confident am I at discussing referrals with our patients?

2. Are we generating referrals each day?

3. When is the best time to ask for a referral?

4. Have we practiced the scripts for asking for a referral?

5. Are our patients giving us Success Stories?

6. How are we using our Success Stories to generate New Patients?

7. What is our goal for improvement?

Practice the scripts for asking for referrals, and for asking patients to write their Success Stories.

Review the dialogue and communication strategies discussed in the PowerPoint presentation and in your materials.

Make sure all team members are on board with how to generate referrals.

ROLE PLAY communication!

Keep track of patients you generate from referral opportunities.

Resources: CA Benchmark 3 – Telephone Procedures; CA Benchmark 8 – Handling Patient Questions and Concerns; CA Webinar: “The Importance of Missed Appointments”.