

## Strategy for Patient Retention

### **S** "SURPRISE" PEOPLE IN YOUR PROGRAM!

If you want people to trust your practice, go beyond typical service and embrace motivating surprise packages. Send out unexpected learning opportunities. Keep them updated through the AADE DANA portal for technology and product updates to share. People also enjoy "freebies" when they least expect it. This will change the lens through which people view your practice and often will drive positive online reviews.

### **T** TRUST BUILDING THROUGH RELATIONSHIPS.

Successful learning experiences always include trust. If there is no trust in the skill level of the diabetes educator and education program, the retention factor will be low. Treat every person with respect. Successful practices sustain a constant culture of respect, leaving no room for anyone to feel that they (the patient, family member, etc) are an intrusion or interruption in a busy practice environment.

### **R** ROADMAP KEY PERFORMANCE INDICATORS (KPIs).

A KPI is a measurable value that demonstrates how efficiently your program or practice is achieving its key business objectives. Most medical practices use KPIs to evaluate their success at meeting financial or educational targets. KPIs act as a roadmap because they help you envision what the future holds for your practice and if you need to modify your business plan. Example: Response time. When a person indicates interest in your practice, response time is a metric that measures how quickly you contact potential patients with an email, phone call, or other calendar communication. Time is critical. If you delay making contact with your leads, your conversion to appointments will be low.

### **A** AUTOMATION OF MARKETING TO ENGAGE PATIENTS.

Make appointment scheduling a breeze. If people have a difficult time scheduling an appointment, they're going to be upset before they even come to your office or participate in a virtual session. Try sending a confirmation text to remind someone about their appointment and use that opportunity to thank them for their loyalty.

### **T** TOOL KIT: PATIENT FEEDBACK SURVEYS.

Send out a survey using a free online service to see what you can do better to improve your services.

### **E** EXPECTATIONS SHOULD BE SET. Never overpromise. Overdeliver instead.

### **G** GET GOING ON PATIENT COMPLAINTS.

Complaints tell you what you should improve in your practice. Handle negative complaints properly and address issues head-on. Thank the person for their feedback and respond to their concerns. Even if you can't fix the problem, most people want to know that they can get their issues heard. A person who is willing to take the time to share their grievances is a person who is usually willing to stay.

### **Y** YOUR COMMUNICATIONS CALENDAR.

Practices that maintain a communication calendar improve engagement with clientele. Communication calendars may include upcoming events and special offers. Communication calendar tools may also allow you to send personalized cards and appreciation messages.