

Virtual Online Module-Test Yourself

Referral Programs

1. What are the five steps to a successful referral program?
2. What are the three opportunities to ask for a referral as mentioned in the module?
3. What are some other day-to-day opportunities for referrals that you can think of in your office?
4. What kind of promotions can you offer on your preferred patient card?
5. What do you write on the back of the preferred patient card?
6. How far out should you set the expiration date of the preferred patient card?
7. Who in the office is most responsible for asking for referrals?
8. Besides in-office referrals, how else can you use your preferred patient card?
9. When should the referral program be discussed at your office?
10. How do you thank patients for referring others to your practice?

