

Patient numbers improvement strategy

New patients	Existing patients	Cancelled patients
<ul style="list-style-type: none"> Record where new patients are coming from to ascertain which marketing strategies are most effective. What is your marketing strategy/plan/budget? Who are your target audience? How much do you know about your competitors? Website. Have you got one? Does it come up when I Google it? Does the outside of the practice look attractive? Does it give the right impression to patients? If you have an appropriate location, are you using the windows and/or front garden to promote the practice? Have all staff been properly trained with regard to plan membership and in customer service? Do reception staff know how to answer calls from patients looking for an NHS dentist? Does your local paper need an 'expert' to write a column? Have you got the BDA Good Practice Award? If so, have you used this in promotional material? What is your USP? Does your marketing focus on this? 	<ul style="list-style-type: none"> Do you use dental health check forms to show the patients what they are getting at their appointment? Carry out a patient questionnaire to highlight any issues which you may be unaware of. Recommend-a-friend cards. Do all staff believe in the plan and is it being promoted to every patient? Give both treatment costs to fee-per-item patients, and explain how they can get the discounted rate. Periodic special offers for plan members, e.g. on tooth whitening, electric toothbrushes, air polishing, etc. Newsletter. 	<ul style="list-style-type: none"> Ask patients who cancel to take your cancellation survey. Contact all patients who cancel to find out why and to remind them that they will always be welcome back. Act upon any relevant feedback.