



FREE TIP SHEET - 5 Things You Can Do Today to Increase Your Patient Appointments and Improve Your Bottom Line

by Dr. Sandi Eveleth

1. GET SPECIFIC

Get specific about the type of patients you want to attract. **Ask yourself this question:** *If you could have 10 new patients today, but they all had to be a clone of one of your favorite, loyal, existing patients, who would that patient be?* Use the following link to create your **ideal patient**. Once you determine your ideal patient, make sure your website content speaks to that ideal patient (or patients) by having relevant, relatable, and timely content that solves their biggest pain points.

>>> [Ideal Patient Questionnaire](#)

2. GET ACTION

If the goal of your website is to encourage potential new patients to pick up the phone, email you with an inquiry, or schedule an appointment directly from your site, then **you need to be explicit about asking them to do just that**. The marketing lingo for this is a *Call to Action*. Do you have a call to action on your home page? On every page? Are the calls to action easy to find and access on your desktop and mobile site? Look at your site through the lens (pun intended!) of your ideal patient and make sure they can find your call(s) to action easily.

3. GET FOUND

Make sure your website is in **Google's index** by typing your site's name into Google's search field using the format listed below. If your site does not show up on the results page, ask your web designer to add it to the index page. Otherwise, your site will not be seen when your ideal patient searches for eye doctors in your area!

>>> **site:yourdomainname.com** (This is free! Just substitute your site's name for "yourdomainname")

4. GET APPOINTMENTS

For EVERY patient that calls to make an appointment, at the very end of the call, have the staff person that schedules appointments ask these two important questions: "Now that we have scheduled your annual eye exam, [patient name], is there anyone else in your household that is due for their annual exam? May we schedule that now for him/her?" Note the importance of the word *annual*.

Make sure you pre-appoint every patient for an annual eye exam and that all of your dialogue with the patient includes the importance of annual eye exams. This occurs at the time of scheduling, pre-testing, examining, and checking out the patient.

5. GET REFERRALS

Make sure you have a "**Professional Referral Program**" in place, where you seek out and nurture **referrals from other eye care professionals in your area**. Think about the subspecialties you offer that they don't, such as vision therapy, sports vision, advanced contact lens fittings, advanced dry eye therapy, advanced surgical procedures, etc. Other referral sources include **Internists, local private and public schools, sports complexes, sporting goods stores, and gyms**. Make sure your program is documented and your staff knows all of the steps.

These are just a few tips to get you started with increasing your patient appointments and improving your bottom line. If you'd like my help with implementing any of these tips and growing your practice, [contact me here](#).

I wish you the very best!

Dr. Sandi Eveleth

Eye Care Practice Consultant – *Your Guide for Practice Growth*

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