

HOW TO GET MORE PATIENTS...

FROM UNTAPPED REFERRAL SOURCES
WITHOUT WASTING ANY MORE TIME OR MONEY!

YOUR REFERRAL SOURCES

Who are your typical referral sources and how do you acquire new patients from them?

* CH Room moderated by...



Dr. Sandi Eveleth



Dr. Darryl Glover, Jr.

DRSANDIEVELETH.COM/CHnotes





Professional Referral Sources

THE “USUAL SUSPECTS”

Whether you've been in practice for decades or for a very short time, you know the importance of establishing relationships with other healthcare professionals that could refer their patients to you for the specialty products and services you provide.

In fact, it's one of *the most* profitable ways to attract patients into your specialty practice...

REFERRAL



THE USUAL SUSPECTS

So, let's start with what I call the *Usual Suspects* (here's a list of your typical referral sources)...

01

Other
Optometrists

One of the best (and easiest) referral sources you can acquire

02

Ophthalmologists

You may think, *no way!* But, they often DO refer into your specialties.

03

Primary Care
MDs/DOs

You can become known as the gatekeeper for your primary care doctors.

04

Pediatricians

Especially when you offer specialties that help their patients.

THE USUAL SUSPECTS

This group may be a little less obvious but are key...

05

Chiropractors

They often treat the same patients and believe in holistic care.

06

Podiatrists

You'll receive diabetic patient referrals once podiatrists discover you.

07

Dentists

This source may be less obvious, but don't forget about your local dentists.

08

**Teachers/School
Principals/
School Nurses**

Let this referral source know you offer vision therapy and you'll be set!

YOUR USP



Before we go on, make sure you have a solid *Unique Selling Proposition* so that, when you reach out to these referral sources, you know exactly why you're the right choice for their patients.

THE “SECRET SAUCE”

Referral Sources by Specialty

01 (Sports) VT Myopia Control Ortho-K

Teachers, school nurses, homeschooling organizations, local sports teams, gyms, health coaches, local bloggers, and more...

02 Low Vision

Retina specialists (of course), ALFs, local Lyons Clubs, Lighthouse for the Blind, medical supply stores, low vision device companies, etc.

03 Specialty CL Fittings

Gun clubs, archery clubs, golf stores, fire/police chiefs, schools, local bloggers, podcasters, news media, etc.

04 Computer Vision Syndrome

Local small business owners, computer training centers, call centers/telemarketers, homeschooling associations, etc.

05 Dry Eye Syndrome

Beauty salons, cosmetic centers in high-end retailers, pharmacists at local retail outlets, local bloggers, podcasters, etc.

06 Specialty Eyewear

Same as VT + scuba diving clubs, office supply + hardware stores (LV devices), trauma surgeons (scleral lenses), and more...



VIP PROGRAM

AS AN EMPLOYEE OF [CO. NAME], YOU ARE
AUTOMATICALLY A MEMBER OF OUR
VIP DISCOUNT PROGRAM

Your Employer Has Joined Our 20% VIP Discount Program and
You Are Automatically Enrolled. Please Call Our Office For Your
Next Eye Exam Appointment.

**CREATE YOUR
OWN VIP
DISCOUNT
PROGRAM**

PROFESSIONAL REFERRAL PROGRAM

OK, so NOW what? HOW do we initiate these connections, get them to refer to us, and keep them in the loop about their patients?

01

The Plan

Develop a plan and set up your Customer Relations Management (CRM) software to track your efforts...

02

The Connection

Check out my blog post for ideas on how to reach out and develop the connection with these referral sources...

DRSANDIEVELETH.COM/CHnotes

03

The Follow-Up

This step is crucial to maintaining a steady flow of referred patients from this referral source. Find out how in the post...



the Eye Care Marketing CLUB

DrSandiEveleth.com/CHNotes



Clubhouse Moderators

Join Us Weekly to
Discuss How to Grow
Your Eye Care Practice



Dr. Darryl Glover, Jr.

Moderator 



Dr. Sandi Eveleth

Moderator 



EYE CARE MARKETING



🕶️ Come join us and discover how to grow your eye care practice every **Sunday at 4:30 pm ET.**

Join Us

joinclubhouse.com/club/eye-care-marketing



Dr. Darryl Glover, Jr.

Moderator



Dr. Sandi Eveleth

Moderator



If You Want Help...

Please reach out...

If you LOVE doing things yourself but want some guidance on specific tasks (you prefer learning from a human than from “Dr. Google”), contact me through the link below...

DrSandiEveleth.com/BookDrSandi



DRSANDIEVELETH.COM

