



PATIENT RETENTION PROGRAM

Respond to patient feedback

We immediately respond to feedback, especially if it's negative. Data illustrates that without receiving a response, an unhappy patient almost always remains unhappy.

Responding to feedback can contribute to whether a patient chooses to stick with or leave your practice. **Patients listed having “a good listener” as what they want most** from their healthcare providers. Paying attention to, and responding to, feedback from potentially dissatisfied patients is essential to directly meeting that desire.

Use preferred patient communication methods

Delivering convenience is one of the keys to meeting patient demand and securing patient satisfaction. Our survey insights show that when receiving communication from their healthcare providers, patients prefer the ease and convenience of email.

When patients initiate communication with you and your practice, the choice of communication channel changes. For patients that have a question for the practice, 32.4 percent prefer to pick up the phone.

What's important here is what patients expect when they do call our location: 52.1 percent of patients say that **having a person answer the phone** is one of the things they want most from their healthcare practice.

Maintain a regular schedule of email marketing campaigns

Part of any retention strategy is delivering value and staying top-of-mind, even when an appointment isn't necessary or relevant.

This is where email marketing campaigns come in. By sending patients a regular schedule of email communications, you can continually convey your position as the trusted expert in your specialty, while maintaining a connection with patients.

Efficiency and scalability are key here. Consider using a service that lets you easily create

email communications using pre-existing templates, deploys the email, and tracks the activity of your recipients. To optimize your message – and your opportunity for patients to take action (like booking an appointment online) – try segmenting your patient base and sending focused emails.

You might send a specific, segmented email based on patients' age, condition, time until their next appointment, or need for care such as an annual visit or vaccination. [Studies show that email clickthroughs double](#) for segmented campaigns.

Patient retention tip 4: Be prepared to make changes based on patient feedback

If you want to satisfy and retain patients, consider what they share – with you directly and in online reviews – about their experiences with your practice. Sometimes, constructive feedback gives you insights you wouldn't get otherwise. A patient may mention something troubling about a check-in or waiting process (especially as those have changed to ensure safety). It may be an experience with a particular staff member. It may be a helpful suggestion around scheduling, billing, or preferences for communication, as mentioned above.

If you're seeing repeat comments, can you make a change? Think about issues that can be addressed with relative ease. Then, after making an adjustment, take on two retention actions: First, connect directly with the patient or patients that raised the issue originally. Let them know that, thanks to their feedback, you've made a change at your practice.

Then, if you've enacted a change you're proud to share with others (like a more streamlined way to register or pay, for instance), include it in upcoming scheduled patient communications, perhaps on social media or an email campaign. You'll be telling your patient base that you ask for feedback, listen to it, and respond to better serve your patients.