

# PATIENT REFERRALS FOR MEDICAL PRACTICES

- 1 LIFECYCLE MARKETING**
  - TIMING
  - MESSAGING
- 2 EVENTS**
  - BRING A FRIEND ("birds of a feather...")
- 3 ASK!**
  - STAFF TRAINING - WHO ASKS?  
WHAT'S THE MESSAGE?
- 4 THANK THE REFERRER**

