

FOLLOW-UP STRATEGY FOR INCREASED PATIENT ATTENDANCE

RULE:

Personal follow-up drives patient attendance and conversion rates.

HOW:

1. Post-Schedule/Pre-Consult

Follow-up:

- ✓ Relationship
- ✓ Interests
- ✓ Timing
- ✓ Budget (\$)

2. Post-Consult

Follow-up:

- ✓ 2 - 3 days
- ✓ All questions answered?
- ✓ Schedule on calendar
- ✓ Budget (\$)

CONCLUSION:

**Invest upfront to create
long-term improvement.**