

REFERRALS: 9 TIPS FOR THE HEALTHCARE INDUSTRY

Prosper with a referral program that boosts social proof and enhances brand awareness. 84% of patients see referrals as the most trusted form of advertising. Additionally, referrals contribute to generating new business leads and amplify your patient engagement. Learn how the healthcare industry can thrive using Referrals by practicing these tips.



1

Excitement at first sight

An image in your referral template draws the attention of eyes quicker than text. Don't settle for a default image — be creative, and customize your referral template by adding an image displaying your practice name or logo. Tying an image to the referral request helps patients quickly identify who the request is from.



Refer us to your friends!

Thank you for choosing Lumen Healthcare!
Spread the word about us to your friends, and
receive a free health check-in.



Share as Text message



Share on Facebook



Share as Facebook Message



Share as Email



Share your Personal Link

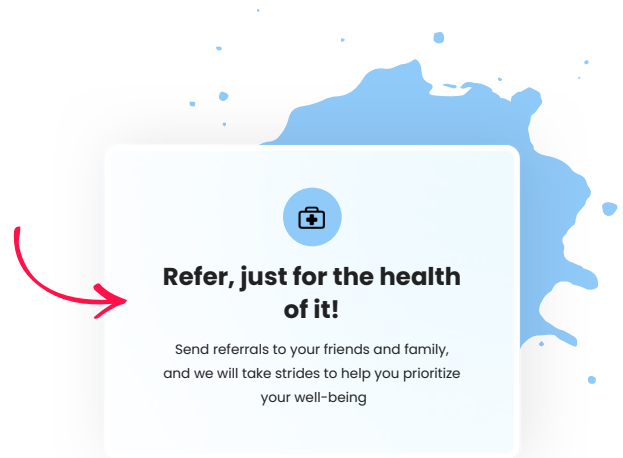
2

Capture attention

Grab the patient's attention with a captivating subject line and header that will inspire them to continue to read the message. Attention-grabbing headings can be creative, emotional, bold, or highlight incentives.

For example:

- "Be a life line. Refer for a gift card."
- "Refer, just for the *health* of it!"



3

Motivate

Incentivizing the referrer as well as the referral is ideal. Incentives can influence the referrer and referral to share and choose the practice. A referrer can be rewarded throughout various touchpoints, such as when they share their referral link, refer a patient, or when the referee checks out. Depending on the practice and state regulations, incentives can vary. Try presenting a gift card, a free assessment, or account credit.

Recommend us and get a complimentary health check-up!

Refer us and get a \$40 Visa gift card!

Send us a referral and get a \$50 credit on your next visit.

4

Two is better than one

Send a referral request via email and text. Both communication channels cater to patients with preferred communications methods, ensuring they receive the request and enhancing the share rate that contributes to practice exposure.

Choose your template

Email template

Referral email: \$50 account credit



Text template

Referral offer: \$50 account credit



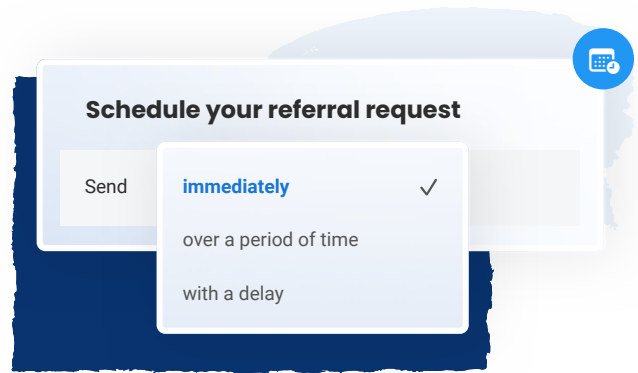
Send referral request via **email and text**



5

Set and sent

Make life easy, and automate the referral request. Automating the referral process allows each patient to receive a referral request automatically after they check out. Referral requests can be set up to be sent immediately, or after a desired amount of time.

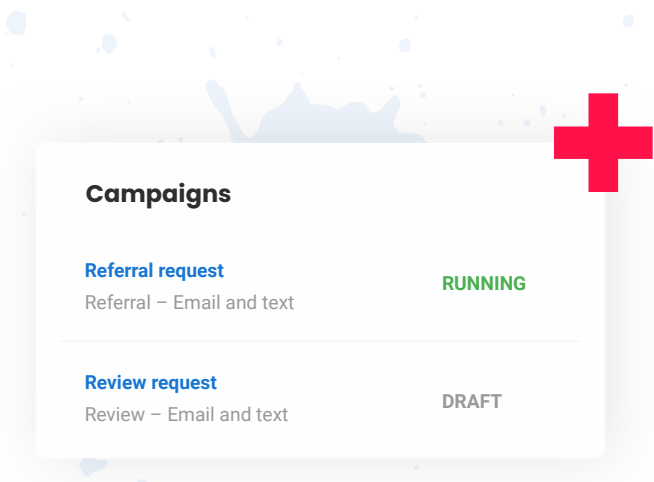


6

Target past customers

Automation is a time-saver but does not target your previous patients. To target past patients, a referral request must be sent out manually. A manual referral request can be sent out in three ways.

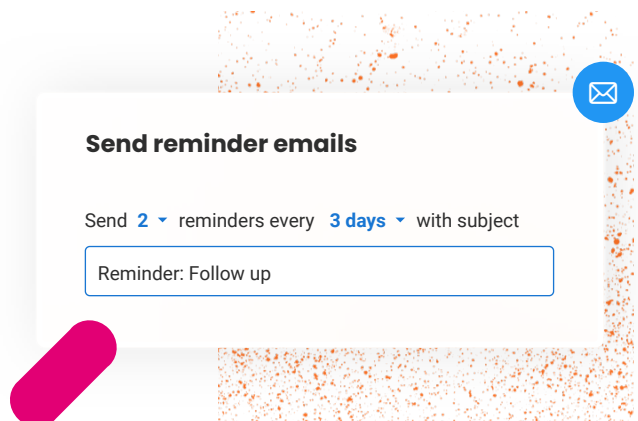
1. To send in volume, create a campaign and upload contact information in bulk
2. To personalize and contextualize, use the Inbox feature
3. If on the go, use the "Quick Send" button



7

Remind to refer

We all have fallen victim to being forgetful, so don't be afraid to remind patients to refer their friends and family. Only the patients who have not shared their referral link after the initial request will receive the reminder. We recommend setting two reminders, to be sent within 3-4 day intervals.



8

Show your appreciation

When you receive a referral from your patient, make sure to show your appreciation. Thank both the patient who referred you and the referral, and pay out any incentive that you offered right away.



Contact information

Lead

Name: ✓

Email: ✓

Phone: ✓

Shared

Name: ✓

Email: ✓

Phone: ✓

Send a thank you note

9

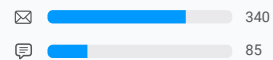
Measure and adjust

Track what's working and what's not with your referral program. If you don't see the results you'd like, you might need to make changes. Explore how you could make the process successful — and let Birdeye know if we can provide any additional advice and best practices that we've seen work!

Your referrals

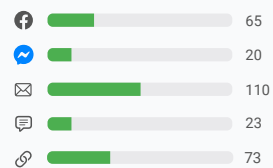
425

Sent



278

Shared



Birdeye is an all-in-one Experience Marketing platform that provides businesses with the tools to deliver great experiences at every step of the customer journey. More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings and reviews, be connected with existing customers using text messaging, and deliver the best end-to-end customer experience with survey, ticketing and insights tools.

Call us at **1-800-561-3357**, [schedule a demo](#) or visit www.birdeye.com for more information.