

REFERRAL BOOSTER

What Is The Referral Booster:

The Referral Booster is a proven structured referral program that employs your existing patients to refer their friends and family. The Referral Booster has been developed over many years and fine tuned to strategically instill a desire in your patients to refer.

The easiest way to grow your practice is through referrals. But don't expect patients to remember to refer. The Referral Booster by JustUs Chiropractic Marketing will significantly increase your referrals by highlighting ailments to help suggest who to refer, providing a creative incentive for your patients to refer and an incentive for new patients to visit your practice! It is normal for our clients to see returns of 100-to-1 (ROI) from our Referral Booster.

"Kristina, Thanks, I believe we had 15 direct referrals in our first month and I am sure several other indirect referrals. Plus, it just creates an energy and excitement in office and top of mind awareness. So, this month should be even better!"

-Kevin Kaurich, Family Wellness Center, South Bend, IN

How The Referral Booster Works:

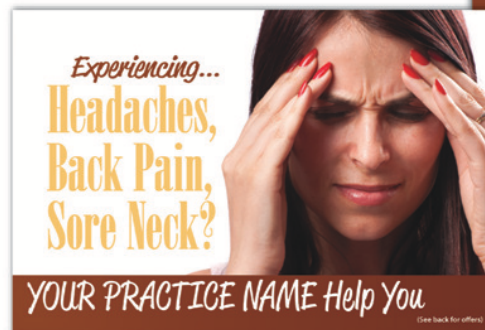
Each aspect of the referral program is specifically designed around your office style, geographic area, demographic of patients and your specific goals. This assures every component is created to flow with your office yet generate attention and a high return on your investment. All of your materials will arrive prior to the start of the month. You and your staff receive instructions and coaching to simply implement each component of the program. This assures you a successful campaign, happy existing patients, and plenty of new patients!

Why Referrals:

Each new patient referred by an existing patient is a better quality patient that costs less to attain than with external marketing. Referred patients have a higher rate of accepting treatment and a lower rate of no shows and cancellations. Marketing to your existing patients is the most effective and affordable way to grow your practice with quality patients. External marketing (such as Yellow Pages, postcards, TV, Radio, Bus, AdWords) ends up costing between \$200-\$500 to actually attain a new patient. The Referral Booster costs much less AND it produces more new patients faster!

Who It Works For:

The Referral Booster works for practices that have an active patient base. The Referral Booster will work if you have a friendly staff, provide quality care, have a presentable office that has appropriate parking and easy enough to find. The program is most effective for practices with 200+ patient visits per month.



Know someone who sits behind a desk and suffers from **Headaches, Back Pain, Sore Neck?**

Refer them & Be Entered To Win An iPad!



Pick up referral cards at the front desk. Expires June 30, 2011

