

REFERRAL INCENTIVES CHEAT SHEET FOR PRACTICE OWNERS!

Word-of-mouth referrals are a crucial source for clinic growth, but how can you get them *consistently?* Here are **3 Referral Incentive Strategies** you can start implementing in your physical therapy or rehab clinic immediately...

#1 PERSONALIZED INCENTIVES

Show that you value your patients' individual preferences and increase the likelihood of them mentioning your services to other family and friends:

- Tailor the referral incentives to the preferences and needs of your patients
- Instead of a generic discount, consider offering a choice of different rewards
- A discounted session, a gift card to a local wellness store, or a complimentary massage session

#2 TIERED REWARD SYSTEM

Incentivizes them to actively promote your clinic to a wider network of friends & family:

- Implement a tiered referral system where the incentives increase in value based on the number of successful referrals made by a patient
- Try offering a small reward for the first referral, a larger reward for the second referral, and an even more substantial reward for subsequent referrals
- Encourages patients to continue referring others, as they can see the potential for greater rewards

#3 HOST EXCLUSIVE EVENTS *or* WORKSHOPS

Organize exclusive events or workshops specifically for referred patients and their friends or family members.

- Focus on topics related to wellness, injury prevention, or specific physical therapy techniques
- Providing valuable information and interactive experiences, you not only engage existing patients, but also create an opportunity for them to introduce potential patients to your clinic

Remember to clearly **communicate** the referral incentives to your patients and provide them with the necessary resources to easily refer others to you!

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