

AHAA ASSOCIATE CASE STUDY
BLUEPRINT FOR MORE REFERRALS

AN EXPERIENCE SHARED BY AN AHAA ASSOCIATE ILLUSTRATES HOW CRUCIAL IT IS FOR AN ENTIRE PRACTICE TO BE ENGAGED IN THE REFERRAL PROCESS. THEY DESCRIBED THEIR 3-STEP PROCESS THIS WAY:

END RESULT:
OVER 30 REFERRALS
PER MONTH!



THE PATIENT ARRIVES

#1. FRONT OFFICE PERSON:

INTRODUCE THE PROSPECT OF HELPING A FRIEND OR LOVED ONE.
"DO YOU KNOW OF ANYONE THAT CAN USE OUR HELP?"



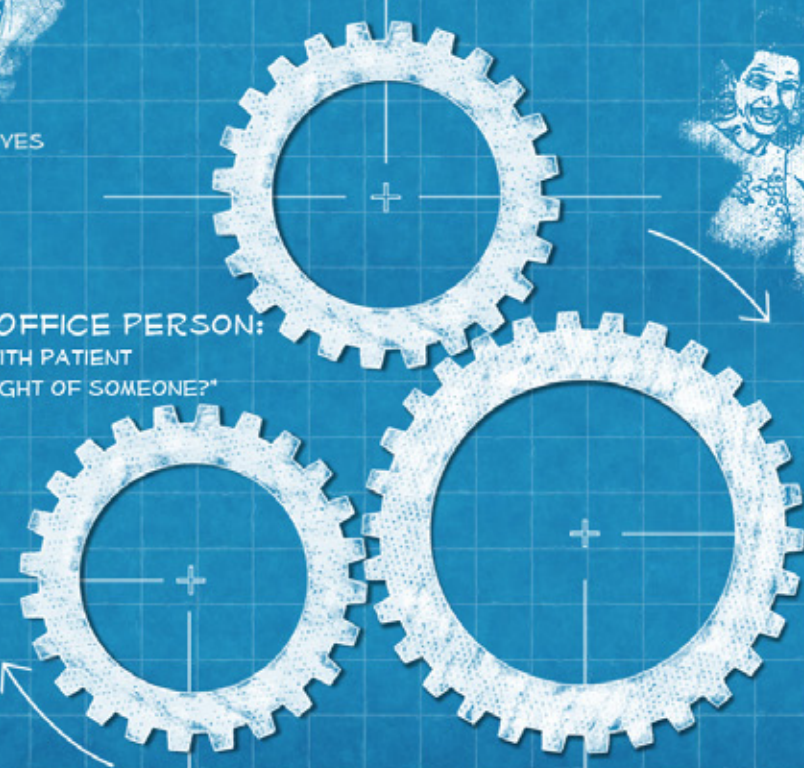
#2. AUDIOLOGIST:

FOLLOWS UP WITH SUGGESTIONS.

- ♦ "HAVE YOU EVER BEEN TOLD YOU MAY HAVE A HEARING LOSS?"
- ♦ "HAVE YOU EVER NOTICED AN ACQUAINTANCE STRUGGLING TO HEAR?"

#3. FRONT OFFICE PERSON:

CIRCLES BACK WITH PATIENT
"HAVE YOU THOUGHT OF SOMEONE?"



WHO

WOULD YOU LIKE US TO
HELP HEAR WELL AGAIN?



NAME: _____

PHONE: _____

IF NO REFERRAL IS GIVEN, A POSTCARD IS PROVIDED THAT DESCRIBES A REWARDS PROGRAM...THEY'LL RETURN THIS WITH A NAME AT THEIR NEXT APPOINTMENT.