



Top Reasons to Choose Our Practice

Purpose: To assist you in a) identifying your practice's strengths and unique qualities, and b) distilling them into a short list that can be communicated to prospective patients.

Preparation: Gather the information necessary to answer questions about why your patients chose your practice. Include patient satisfaction survey results, staff notes, thank you cards from patients, etc.

Practice name: _____ Date: _____

Instructions: Set up a brainstorming session with your staff to identify the reasons prospective patients should choose your practice. Include input from patient satisfaction survey results. Remember that these reasons should be expressed in patient-friendly terms, and should focus on the *benefit* the prospective patient would derive.

During the brainstorming activity, capture all ideas that are identified. Use a white board or a flip chart to write them all down. Then group similar ideas and summarize these into a list of reasons to choose your practice. Next, rank the reasons in order of importance to the prospective patient. Finally, record up to ten of your top reasons below.

Once the list is formulated, it should be communicated to the entire staff. Laminate copies of the list and have them available near each phone and in your exam lanes and patient consultation areas. Look for ways to incorporate these reasons in marketing efforts (internal and external) that you are planning. This helps to build your brand and provides an integrated, consistent approach when communicating your practice qualities.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____