

Amplify Your Influence™ – The Logical Path to Success

The initial phase of your well-informed referral campaign targets “Actively Referring” physicians. Easily identified within your customized database, these valuable contacts are a logical starting point for building and expanding productive hearing health partnerships. At your soonest mutual convenience, plan a brief meeting to underscore the importance of your professional relationship. Use the opportunity to deliver helpful educational information that is “easy to share at point of care.”

This is also a great way to practice creating your Referral Partner Summary forms. On the front, you can quickly tab through each data field and enter baseline information and

meeting related notes. On the back, as the process develops, you track new patient referrals from these medical colleagues.

Referral Partner Summary

Practice Name

Specialty

Referral Status

Active

Targeted

Referring Since

Originally Introduced By

Name

Average # Monthly Referrals

Approximate # Total Referrals

Primary Contact/Title

Phone(s)

Physician Name(s) list individually below:

Email(s) list individually below:

Address

Date Contacted

Meeting Set

Yes

No

Meeting Date

Time

Meeting Preparation Steps enter information below:

Thank-You Sent

Yes

No

Follow-Up Date

Follow-Up Notes enter information below:

[illegible]