

# **Patient/Client Reactivation and Marketing System**

By  
Dr. Len Schwartz

If you have been in practice for more than a couple of years, this strategy is going to be very rewarding for you. Your return on your investment will be HUGE with this strategy.

As I'm sure you already know, the most expensive part of growing your practice is getting new patients/clients. But why is that the case?

Simply put, those prospective new patients/clients don't know, like or trust you....yet.

I'm sure you would agree that referrals make the best patients/clients. They trust you because their friend or family member trusts you. But even though you think referrals make the best new patients/clients, there are people "out there" that already have a strong connection with you... who already trust and believe in you..

...Of course I'm talking about your **Inactive Patients/Clients**

The easiest (and best) patients/clients to re-acquire are those who have "used" you before. The problem is that most doctors and professionals don't have a SYSTEM in place that CONSISTENTLY brings those people back into the office.

If you want to produce results, and reactivate a good number of inactive patients/clients, then you'll want to use powerful direct mail letters, e-mails or both, with follow-up phone calls, and a sequence of letters sent at specific times of the year.

(Note for Doctors - Make sure that you have all of your new and existing patients sign the HIPPA form that allows you to call them and send them "office information, letters, emails, etc").

## **STRATEGY #1 - IMMEDIATE REACTIVATIONS OF OLD PATIENTS/CLIENTS**

The first strategy will reactivate a decent percentage of OLD inactive patients/clients. Following this strategy, I'll share another system for continually reactivating recently inactive patients/clients (i.e. people that have recently dropped out of your practice).

### **The First Step:**

Access and update your entire list of inactive, MIA or discharged patients/clients.

### **Next, Consider Length of Inactivity:**

An important question you need to answer is, "How many years do you want to go back to start reactivating old patients/clients?"

I recommend going back at least TWO to FIVE years.

The truth is, if you e-mail these reactivation letters – it costs you nothing – so you can go back 10 years if you feel comfortable with that. Of course, the longer a patient/client has been away from your office, the less likely they will become active again.

## **The Letter/E-mail**

A good direct mail reactivation letter/e-mail is written to appeal to your patient's/client's emotions. This approach enables them to justify their actions with logic.

This type of reactivation letter will be like writing a letter to an old friend that you haven't seen for a long time. You will ask about them AND also tell them about some things that have happened in your personal life and/or in your practice, etc. (SEE SAMPLE LETTER BELOW)

Then the letter/email follows through by offering a free evaluation, consultation, assessment, screening, service, etc. This is offered to entice the inactive patient/client to come back to your office. Everyone loves FREE, right? If you don't want to offer something for free, simply offer a nice discount...like 50% off.

Also, you will find that the letter mentions a deadline. You must include the deadline so they make a decision right NOW!

## **Snail-mail - The Envelope**

If you decide to mail your letter, always mail first class. People automatically assume that a letter sent by bulk mail is also sent to many other people, and that it must be "junk mail." Also, never use labels. Labels do not add the personal touch you're looking for. Instead, have someone hand write the name, address, etc., on the envelope(s) - as your results will be significantly higher than if you print them on your computer..

## **Second Step:**

### **Follow Up Phone Call**

Generally speaking, when your assistant calls each person after sending out a reactivation letter, the response is 200% - 500% greater than if you don't follow up with a call. I know it's time consuming, but TRUST me - being able to connect with your people, PLUS the information and feedback/responses you obtain - are worth the effort...not to mention the number of reactivations and appointments scheduled.

When you start to call people, start from the most recent reactivations and work your way back.

## **The SYSTEM**

The simple and strategic system described above was designed to produce a large number of reactivated patients/clients from your OLD inactive list of patients/clients.

## **REACTIVATION SYSTEM – Strategy #2 – Reactivating Recently Inactive Patients/Clients**

This second strategy is based on creating an ongoing system for recent dropouts and MIA (Missing In Action) patients/clients, etc. The goal here is to set up a system that can be run by one of your staff members so that you are reactivating patients/clients all year long.

Most of the basics of this strategy will be the same as for the first strategy above. For this strategy, you will use the sequential letters/e-mails provided below. Additionally, you'll want to follow up with a telephone call, you can use the same phone script as well.

The big difference between the two strategies is the way you facilitate the system. In the first strategy, you chose a certain group of patients/clients to send letters to and you can do this 3 to 5 times each year. With this strategy, the SYSTEM and sequence of letters/e-mails being sent out is triggered as soon as a patient/client becomes inactive.

### **Setting Up the Reactivation Sequence:**

To make this strategy as effective as possible, you will want to use the set of direct mail letters/e-mails provided below. ([SEE BELOW](#))

The letters/e-mails are not that different from each other, in fact there are only small, subtle changes from letter to letter. (Remember, you'll want to follow up with a phone call after you send each letter)

A good sequence for sending out reactivation letters to the old, MIA, inactive patients/clients is as follows:

- 1 Month (from last visit)
- 6 Weeks
- 3 Months
- 6 Months
- 9 Months
- 12 Months

### **Keeping Track of Recently Inactive Patients/Clients**

The ideal way of keeping track of inactive patients/clients is through a billing or patient/client management software program.

You'll simply keep track of the patients/client's name, the date that he/she became inactive, and then you'll know when to start sending out the sequence of letters (i.e. 1 month, 6 weeks, 3 months, etc).

Once a patient/client has been reactivated, you will remove their name from the list.

Below are the letters to send out for RECENTLY inactive patients/clients.

Tuesday, September 1, 2013

Mark Jones  
421 State Street  
Anywhere, USA 92030

Dear Mark,

I miss you! I hope that you and your family are doing well.  
I also have a special offer for you...

But, before we get to that...the last time I saw you was a little over a month ago...  
and, frankly, it feels like a special member of our office family is gone.

And, while I hope everything is fine,  
I also hope you'll reconsider your decision to stop \_\_\_\_\_ (chiropractic care, dental care,  
financial planning, etc).

Was it something I said?

Also, if you give me a call by **(put date here – about 14 days from the date of this letter)**  
I'd like to offer you a (free or special discount) on \_\_\_\_\_ (put consultation,  
assessment, evaluation here) - (\$200 Value).

If you think it makes sense for my assistant \_\_\_\_\_ (name) to call you  
and help you get scheduled to receive \_\_\_\_\_ (special offer),  
I can have him/her reach out to you.

Do you think it makes sense for \_\_\_\_\_ (name) to call you?  
- Your Name

P.S. I'd love to hear back from you either way.

Tuesday, September 8, 2013

Mark Jones  
421 State Street  
Anywhere, USA 91001

Dear Mark – I’m reaching out to you because I never heard back from you.

Last week I emailed you to extend an invitation for a (discounted or complimentary \_\_\_\_\_  
(consultation, assessment, evaluation here).

But, since I didn’t hear from you,  
I decided to email you again  
just in case the e-mail got lost or buried in with lots of others.

In case you didn’t receive my e-mail, here it is below in its entirety:

\_\_\_\_\_  
Mark - I miss you! I hope that you and your family are doing well.  
I also have a special offer for you...

But, before we get to that...the last time I saw you was a little over a month ago...  
and, frankly, it feels like a special member of our office family is gone.

And, while I hope everything is fine,  
I also hope you’ll reconsider your decision to stop \_\_\_\_\_ (chiropractic care, dental care,  
financial planning, etc).

Was it something I said?

Also, if you give me a call by **(put date here – about 14 days from the date of this letter)**  
I’d like to offer you a (free or special discount) on \_\_\_\_\_ (put consultation,  
assessment, evaluation here) - (\$200 Value).

If you think it makes sense for my assistant \_\_\_\_\_(name) to call you  
and help you get scheduled to receive \_\_\_\_\_(special offer),  
I can have him/her reach out to you.

Do you think it makes sense for \_\_\_\_\_(name) to call you?  
- Your Name

P.S. I’d love to hear back from you either way.

P. P.S. Don't forget, if you call me up by **(put date here – about 7 days from the date of this letter)** I’ll tell (NAME OF ASSISTANT) to look out for your call.

October 15, 2013

John Doe  
111 State Street  
Springfield, IL 11111

Dear John,

I was going through some of my records,  
and noticed that I haven't seen you for a few months.

I hope everything is okay, and that the reason I haven't seen you is because  
you're just too busy to \_\_\_\_\_ (fill in what is appropriate here for the services you provide).

It's tough sometimes to prioritize what's important  
when we're busy trying to keep up with life!

I just wanted to reach out  
because I like to make sure that my patients/clients maintain their (finances, account, insurance,  
health, teeth, etc) and I haven't heard from you in a while.

So, I wanted to reach out and see if anything about your \_\_\_\_\_ (health, financial, dental, etc)  
situation has changed?

If, "Yes", and you have any questions or concerns  
and/or need greater clarity or understanding about anything...

Just REPLY to this email and let me know,  
and I'll send you some details and answers to your questions.

Sincerely,

YOUR NAME

January 15, 2014

John Doe  
111 State Street  
Springfield, IL 11111

Dear John,

Last week I was looking through my files,  
and I realized something that really surprised me –  
I haven't seen you for about six months!

I felt compelled to reach out  
to see how you're doing.

Since you haven't been to the office in a while,  
it is probably time for a (cleaning, adjustment, evaluation, assessment, reevaluation, etc).

Why don't you stop by?

I've reserved a **complimentary** \_\_\_\_\_ (put consultation, assessment, evaluation here)  
for you if you call me by \_\_\_\_\_ (10 days from this letter).

I would love to see you!

I always say, "Why wait for problems to develop when you can prevent them from ever  
happening?!"

That's why I'm willing to offer you \_\_\_\_\_ (put consultation, assessment, evaluation here)  
at no charge.

I told \_\_\_\_\_ (name of your front desk asst) to expect your call  
and I hope to see you soon.

Our office number is xxx-xxx-xxxx.

Will I get to see you soon?

-YOUR NAME

April 15, 2014

John Doe  
111 State Street  
Springfield, IL 11111

Dear John,

I emailed you about three months ago,  
but I never heard back from you.

I hope everything is okay, and that the e-mail just got misplaced,  
or something came up.

Recently, I was sitting down reviewing my patient/client files,  
and I realized– I haven't seen you in about 9 months!

So, I'm taking this opportunity to write to you and see how you're doing.

All good with you?

Any changes to your \_\_\_\_\_(health, finances, teeth, etc)

It's amazing how fast time flies...

but I see it as my job to make sure that your \_\_\_\_\_(finances, account, insurance, spine,  
teeth, etc) are \_\_\_\_\_(fill in whatever is appropriate here)

If you have any questions, feel free to reach out.

I look forward to hearing from you and seeing you soon!

Sincerely,

YOUR NAME

July 15, 2014

John Doe  
111 State Street  
Springfield, IL 11111

Dear John,

I'm not sure what happened?

I must have written you at least 3 or 4 times,  
but I haven't heard back from you.

Frankly, I'm a bit worried and puzzled.  
I hope everything is all right.

I assume that you are/were busy with other things in your life,  
so I decided to reach out to you again.

I'd love to see you and continue to help you with \_\_\_\_\_ (your services here).

But, I don't want to keep bothering you.

We just added \_\_\_\_\_ (put a new service or product or something like that here)  
here in the office.

It helps our patients (or clients) with \_\_\_\_\_ (put benefits here).

If you would like me to send you more details,  
just REPLY to this email and send them over.

Sincerely,

YOUR NAME

October 15, 2014

John Doe  
111 State Street  
Springfield, IL 11111

Dear John,

Over the last year I've sent you a few letters –  
but, unfortunately I never heard from you.

It's a shame, because it does feel like a special member of our "family" is gone.

I guess it hasn't been the right time,  
or there is some other reason you haven't called.

So, I want to wish you the best and let you know  
that if you ever need anything from me...have any questions...  
or need help with your \_\_\_\_\_ (fill in any of the solutions you provide),  
please feel free to give me a call – I would love to hear from you.

Sincerely,

YOUR NAME

## FOLLOW UP TELEPHONE SCRIPT

Following up a reactivation letter with a telephone call will frequently increase response by 200% - 500%! This is a very powerful tool AND strategy. And to make it even easier for you to use this strategy, here is a telephone script:

And of course, with this script, or any other phone scripts, you have to be prepared to make whatever changes are necessary to fit your personality.

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**Assistant:** Hi, can I please speak to John?

**Patient/Client:** This is John.

**Assistant:** John, this is Sandra from \_\_\_\_\_ office. How have you been? We miss you!

**Patient/Client:** I've been pretty good. How about yourself?

**Assistant:** Very good thanks. John, I was calling to make sure that you received the letter/e-mail we sent you a week ago.

**If he says he received it:**

**Patient/Client:** Yeah, I received it, thanks.

**Assistant:** Great... Since we didn't hear from you, we just wanted to make sure you received it, and let you know that the complimentary \_\_\_\_\_ is being offered to you...and I wanted to see if you wanted to schedule time to come in next week.

**Patient/Client:** Thanks, I've been meaning to call, but haven't had a chance.

**Assistant:** I completely understand, and since I have you on the phone now, why don't we schedule an appointment. Let me look at the schedule.... What would be better for you, Tuesday at 3:00 or Thursday at 5:00?

**Patient/Client:** (*Picks one, or says that he can't make either time, in which case you would ask him what date and time would be more convenient for him.*)

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**If he says he did not receive the letter:**

**Patient/Client:** No, I never received any letter/e-mail.

**Assistant:** Oh, well maybe it got lost. Anyway, we were looking through our records, and noticed that we hadn't seen you in \_\_\_\_\_ years, and so we wrote to see how you were doing and to tell you that we miss you.

**Assistant:** That's good to hear. Since we haven't seen you in a while, we also offered you a \_\_\_\_\_ at no charge. So, I'm also calling to see if you were interested in scheduling time for your \_\_\_\_\_ next week.

**Patient/Client:** *(Picks one, or says that he can't make either time, in which case you would ask him what date and time would be more convenient for him).*

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### **STRATEGY #3 – HOLIDAY AND THEMED REACTIVATION LETTERS/E-MAILS**

The strategy is just like the strategies above EXCEPT, that you will send letters at specific times of the year.

For example: New Year's, Valentine's Day (i.e. For the LOVE of \_\_\_\_\_), Mother's Day, Father's Day, Back to School, Thanksgiving and/or during the holidays.

Your letter will be similar to the ones above except you will connect your special offer to the holiday you are mailing about.

You can choose to design your letter/e-mail with a headline or with graphics that are consistent with the holiday (i.e. hearts for Valentine's Day) and have your assistant call to follow up after you send out your letter/e-mail.

**SEE BELOW...**

# LIBERTY CHIROPRACTIC HEALTH AND WELLNESS CENTER

Dr. Joe Spine

Phone: 123-456-7890

Fax: 123-456-7890

Web Addresses: [www.YourURLHere.com](http://www.YourURLHere.com)

123 Anywhere Street \* Miami, FL 12345

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Wednesday, January 1<sup>st</sup>, 2013

Dear Friend and Patient:

Happy New Year!

If you're like most people, you'll be using this special time of the year to reflect and renew. Many of us decide to break old, unhealthy habits. Others resolve to take better care of themselves, improve their diets, lose some weight or begin a regular exercise program.

The past year has been a whirlwind of success as we've expanded our services to include (more) nutritional counseling, and many different health and wellness programs for our patients.

Another new and very exciting addition to our practice has been our FREE monthly "Wellness" seminar series entitled "Lectures for Life".

Topics in the series include:

1. Attention Deficit/Hyperactivity Disorder – What Every Parent Should Know About Ritalin....and How To Eliminate and/or Control ADD Naturally!
2. How To Prevent, Slow Down, or Reverse Arthritis.
3. Childhood Ear Infections – How To Eliminate Them Forever!
4. Boost Your Immune System Naturally for a Longer, Healthier Life.
5. Maximizing Human Potential – Getting the most out of your life.
6. Increase Your Sports Performance Like The Pros Do.
7. Stress Management – What Works Incredibly Well and Why.
8. The Truth About Gaining Maximum Health.
9. Fibromyalgia and Chronic Fatigue Syndrome – Treatment Strategies That Work.

And many more...

A different topic is presented at least once each month with an emphasis on improving your overall health, naturally, thereby allowing you to enjoy the gift of life that you have been given.

In other news, our website ([www.YourURLHERE.com](http://www.YourURLHERE.com)) continues to be the premiere source for natural health information for thousands of people in our community. We

**out of your work, leisure and family time while maintaining a healthy, fulfilling lifestyle. Check it out to see what's new and be sure to subscribe to our FREE "To Your Health" Newsletter. You'll be glad you did!**

**There is nothing more important to me than making sure an old friend and patient is living a pain-free, healthy, active life. If you need me for any reason, please feel free to call me anytime. The office phone number is 123-456-7755.**

**Until we see each other again – Have a Happy, Healthy, and Prosperous New Year!**

**Sincerely,**

**Dr. Joe**

**P.S. Don't forget, we still have lots of Patient Appreciation Days, Community Health Days, and a different "Health" party every month. Our next "Health" party will be this month...it's called Maui Monday and will be on the third Monday of this month. There will be lots of Hawaiian music, fruity drinks, FREE first visits for new patients, and lots more. Hope to see you there.**