

Ramp up your referrals

How can we determine the quality of referrals we're getting from other clinics?

First, figure out where you're getting most of your referrals from, says Linda Wasche, president of LW Marketworks in Sylvan Lake, Mich. Search your database of referring vets and pay attention to your geographic area, the size of referring practices, the number of



Linda Wasche

referrals generated by each practice, the revenue generated from each referral, and the types of cases being referred. Look for trends and areas of weakness you'd like to strengthen.

Specialty and emergency practices typically get most of their clients from referrals. But do the referring veterinarians truly understand all the services your practice offers? Build relationships with referring veterinarians and inform them of all your practice offers to maximize the number of clients you receive from referrals.