



Clinic Growth Pack: Reviews + Referrals + Reactivation

A simple, repeatable growth system: build trust (reviews), build partners (referrals), and fill gaps (reactivation).

1) Reviews workflow (no begging)

Trigger the ask at the positive moment (relief, thanks, compliment) then send the link immediately.

Step	Implementation
Trigger	Patient satisfied at discharge
Ask	"If you feel we took good care of you, would you leave a quick review?"
Send link	SMS instantly while patient is present
Weekly	Respond to every review calmly

Tip: Put a small QR code at checkout that opens the review link — patients who prefer scanning will use it.

2) Referral engine (why partners actually refer)

Partners refer when you make them look good: fast access + clean communication + updates.

System component	What to do
Referral concierge	One phone/email that replies same day
1-page referral guide	Services, availability, how to refer
Update loop	Confirm receipt; send outcomes back
Weekly rhythm	5 partner touches/week

3) One-page referral guide outline

Section	What to include
Who we help	Your core patient types
Fast access	Same-day/next-day availability (if true)
How to refer	Phone/email + required info
What partners get	Updates + outcomes
Locations/hours	Simple and scannable

4) Reactivation campaign (fill schedule gaps)

Target patients not seen in 6–18 months. Keep messages short and easy to act on.

Message	Text (example)
1	"Hi [Name], checking in — do you still need help with [issue]? We can schedule this week."

2	"We have openings [day/time]. Want us to reserve one?"
3	"Last check-in — reply R anytime if you want to reschedule."