

Tips to Increase Practice Revenue

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⇒ **Pay attention to your curb appeal**

The outside of your business should be make a good first impression

⇒ **Train your staff to be customer-friendly and empower them**

The staff should be polite, agreeable, and accommodating to the patients. Remember that a happy staff also means happy patients. Never hesitate to give your employees words of encouragement and positive feedback every single day. Always make sure they are heard and appreciated because this will motivate them to do better. Schedule outings, mental health days and other activities that inspire and motivate your workforce.

⇒ **Create a welcoming environment**

The patients may have to wait in line while waiting for the provider. Thus, create an environment that won't allow them to be bored. Install Wi-Fi and provide good reading materials.

⇒ **Reduce wait times**

No matter how welcoming the environment will be, if the wait time is too long, the patients will get impatient. That is why you should significantly reduce your wait times.

⇒ **Compete using quality services**

There are two ways on how your practice becomes more distinguished than your competitors: quality services (i.e. offering late nights and weekend appointments) or cheap prices. Opt for the first one. It is better to offer quality services rather than cheap prices if the latter means you'll have to cut corners.

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⇒ **Promote boosters**

Don't focus on doctor's appointments. You may also offer other services such as patient education classes, flu clinics, etc. Having extra flu clinics can generate extra income for the practice.

⇒ **Pay attention to missed appointments**

Patients who don't turn up for their appointments cost you money. Clarify with your patients your cancellation policy. You can charge for no-shows or for missed appointments for private insurances.

⇒ **Offer online payment and collect co-pays/balances at time of visits**

There are cases when it is more convenient for a patient to pay online or when reminded at their visit. Allow them to do so. You may be able to reduce delayed payment with that.

⇒ **Don't sit on unpaid claims**

Bills should be submitted daily. If there are denied claims with your patient's insurance carrier, follow-up on them. Don't let go of revenue from unpaid claims.

⇒ **Offer cash-pay services**

Some medical services are not covered by certain insurance. Offer these as additional services.