



Patient Appreciation Day Procedure

When To Host

We best recommend to host 3 PAD's per year.

April to June are great months to run a Spring/Summer Patient Appreciation Day.

One in mid September, and one in the beginning of December.

Themes

Depending on the time of year, themes could include "Backyard Beach Bar-B-Q" "Hawaiian Luau" "Autumn Carnival" and "Christmas Toy Drive"

Preparation

When executed properly and advertised 4-6 weeks out, this can provide anywhere from 50-100 plus attendees, plus 20-40 guests for NP exams. To make this a success, follow this outline to optimize results at your PAD.

1. Use a charity such as the food bank, whereby, patients will receive a complimentary adjustment or exam by donating a minimum of 3 non-perishable food items.
2. Have a grand prize, such as a BBQ, iPad, massage gift certificate and many smaller gifts to be raffled off every 15 minutes.
3. Promote 4-6 weeks prior to the event in your office, through posters, handouts, recalls, local newspaper, website, and social media. Ask people to share with friends and make the event about a CAUSE. This is a driving force for attendance.
4. Make it a big event. Huddle with your team to set goals for attendees, guests, new patient exams and conversions to care. Set bonuses! (See bonus section in "Magnetic Marketing" for details)
5. Serve healthy food, such as veggie and fruit trays, sandwiches, BBQ food (depending on time of year)



6. Optimal time to Run this is on a Saturday from 11 am to 1 pm
7. During summer or fall book a local costume character or balloon maker or magician for the kids. For winter book a Santa Clause or a relevant winter costume character. Have several kids stations staffed by your team.
8. Patients receive one raffle ticket for attending, 3 for bringing a non-perishable, and 10 for bringing a guest.
9. Guests can receive a comp exam through cash (\$10-\$40) or non-perishable donation to your cause of choice.
10. Draw a gift every 10-15 minutes. Patients and guest must be present to win. Draw the grand prize at the end of your PAD. This keeps the party full and energy high.
11. Use your ROI logs (see Magnetic Marketing's "Stats and Graphs" Section) to calculate your return on investment for this event and be sure to open up your new patient timeslots the week immediately following the event.