

## New Patient Growth: An Effective Plan

By Charles R. Young, D.P.M.

The **New Patient Growth** Program is a unique on-site instructional course designed to increase the new patient volume in one's practice. The author, **Charles R. Young, D.P.M.**, has compiled, tested, and presented some 50 practice strategies from his 46 years of clinical practice in the hopes of improving the efforts of younger colleagues. Dr. Young has been a recognized figure in the practice management arena for many years. His published text, entitled *Making Your Practice Grow*, made a successful run into three editions. He was a frequent speaker at various state and local conventions throughout the years on the subject of practice growth. To date, Dr. Young continues to give lecture presentations to residents, workshop groups, and other professional organizations.



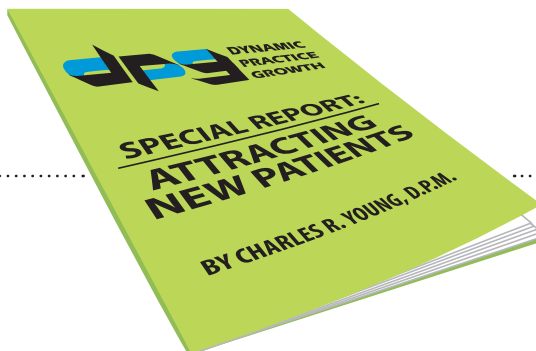
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The Program itself, is well organized, user-friendly, and filled with "golden nuggets." Dr. Young identifies the issues involved in attracting more new patients and

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offers solutions that are time-tested, easy to implement, and cost-effective. If a customized letter is needed to enact a particular strategy, it is included—you don't need to create one and then hope that it works or hire an expensive professional writer, editor, and printer to design the letter. It is already done and included in the *Patient Growth Program*.

Let's take a look at an example from the Program to better illustrate its potential benefits. What would be the worth of a time-tested one-page letter that could periodically bring an additional 15, 20, or 30 new patients to one's practice? Every practice has a certain segment of patients that each year, for whatever reason, move into an inactive status. Some of these patients move, pass away, forget to reappoint, are dissatisfied, or just keep ignoring the reappointment pro-



cess. By insurance standards, a returning patient after a three-year absence is considered a new patient; Dr. Young provides a set of carefully written letters that have proven to be extremely successful in reactivating patients back into the practice.

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Doctors utilizing these recall letters have reported various new patient returns repeatedly in the 10 to 30 number range. Obviously, the numbers vary depending upon how many are mailed out. But what is really important is that each new patient represents a certain numeric value to a growing practice. and in podiatry we are told that that value is about \$600. By definition, the New Patient Value (NPV) is the collected income produced by one new patient in a 12-month period. Now you can begin to see that 10 or 15 new patients brought back from a specific letter can easily translate into \$5000 to \$7500 of income.

As stated earlier, the above example is one strategy out of 50. Dr. Young, during his presentations, often suggests that newer practitioners start out by utilizing a few of the strategies at a time so as to operate within a comfort zone. As time passes and the procedures are proving effective, others can easily be added. The content presented, although easy to follow, is meaty and capable of producing powerful results.

The New Patient Growth Program is a one-of-a-kind on-site instructional course. For a practitioner eager to build a busy and successful practice, this collection of golden nuggets can readily become an invaluable guide to assisting one's marketing efforts. This innovative, experience-filled compendium is a must-read product for most any health care provider.

For more information and a free copy of Dr. Young's report on *How to Attract More New Patients*, visit the website: [DynamicPracticeGrowth.com](http://DynamicPracticeGrowth.com) or [click here](#).