MERLIN

BUILDING
REFERRAL
NETWORKS:

Sustaining Relationships in a Transactional World



Sustaining Relationships in a Transactional

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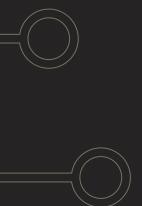
Even in a time where every aspect of life is transitioning to digital, the human factor remains central to building and sustaining personal and business relationships.

The health and wellness sector is no exception, particularly when it comes to building referral networks to drive growth, better serve patients, and recruit the best talent.

In the pages that follow we highlight eight proven tenets of effective referral networks that will help you achieve your performance goals and sustain relationships in a transactional world; as Tom Peters would say, this is a blinding flash of the obvious, but important to remember nonetheless.







2

Showcase Your Services

- Provide previews of your service offerings, especially to professionals whom you have strong relationships
- Create joint offerings with referring institutions, again establishing a mutually beneficial relationship
- Use social media and email outreach to create a welcoming, inclusive community and raise awareness for your business



3

Focus Outreach Efforts

- Identify the major focus of your networking efforts (i.e. attract professionals, institutions, or patients)
- + List out wellness professionals and previous patients you can contact
- Reach out individually or host small events to educate and attract more individuals
- + Make sure you include one-on-one conversations in your efforts
- + Share only trustworthy information
- + Always keep your network up to date



4

Construct Your Network

- Organize contacts by category (i.e. patient, professional, institution)
- + Make sure to include a list of referred individuals
- + Keep your list updated whenever you meet a new professional or attract a new client
- Utilize helpful technology software such as New Network Dataset Wizard
- + Update and track clients' health challenges to help further connections





Cultivate Referral Partners

- Be prepared. This includes a strong understanding of your service standards and access agreements
- Let the patient or professional speak first to better understand their needs
- Time is valuable; make sure the pitch is short and concise and targets what the patient or professional is looking for



Attend Professional Events

- Professional events are ideal formats for meeting individuals who have associations and connections
- Attending charity and community events help to raise awareness
- Don't underestimate the value of the human element and face-to-face conversations



Summary





Understand
The Market



Showcase
Your Services



Focus
Outreach Efforts



Construct
Your Network



5 Growth Is a Contact Sport



Cultivate Referral Partner



Attend
Professional Events



Align Staf



All this stuff we know we ought to do, but we forget it when we start looking at spreadsheets or whatever the hell else it is. That's exactly what this is. A blinding flash of the obvious.

Selected Clients

































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We create effective tools, brand strategies, designs, and communications that move markets, organizations, and the world forward by transforming complexity into simplicity and ensuring what is simple becomes memorable.

The members of the Infinia Alliance are driven by imagination and craft to help clients meet their brand, marketing, and communication challenges.











