

Marketing Folder Checklist

When introducing your practice to a new referring office, a well-organized marketing folder can make a lasting impression and set the foundation for a strong referral relationship. The following list outlines the essential materials to include:

- Detailed information about the doctor(s)
- An overview of the facility
 - locations
 - photos
 - hours/schedule availability
 - contact information
 - advanced equipment or facility details
- Available procedures
- Advanced imaging
 - how/when you share scans with referring practices
 - during the diagnostic phase, your specialty practice will reinforce the need for supportive, restorative or ongoing care in the referring doctor's practice
- Our approach to presenting a treatment plan to the patient
 - accepted insurances
 - financing options
 - possible medical billing
- How we handle cooperative care with referring providers
- Step-by-step instructions on how to submit electronic referrals and images
- Thumb drives for images that can be sent over with a patient
- Referral pads/forms