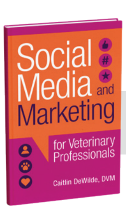
Chapter 19 Action Steps: Tracking ROI

- ☐ Add referral sources to the practice management software for all platforms.
- ☐ Update the client registration form (paper or digital) to ask clients specifically how they heard about the practice.
- ☐ Coach the front desk team to ensure that this information is properly entered for new clients in the PMS.
- ☐ Add any necessary specific service or product codes to items that the practice wishes to track.
- ☐ Run a report on this code before, during, and after the marketing campaign to establish a baseline, confirm growth, and summarize results.



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