



Referral

In Association with
Preem'inance



OPTOMETRIST.

Here we have a doctor taking the time to thank people personally to develop referrals.

I send out very simple, blank thank-you notes, which I handwrite, to patients who have referred me to other patients. If you have "Dr." in front of your name, lay people are really not used to being acknowledged, much less thanked, by doctors for doing anything for them. And so, when you do it, it creates such a large impression on people.

