



Referral

In Association with
Preem'inance



Walk-In Medical Center

In this example a medical center finds as many places as they can where people get injured. The company then offers these places reduced rates for those they refer. Here's what the medical center had to say:

We would give tours to kids at school, such as a tour of the emergency room on career days. This led to the schools sending all the kids who needed school physicals to us. Then we took that concept and said, kids go to camp every summer and they need physicals. So we would mail and call the camps and let them know about our service. This was a great service for them because the camps could tell parents that their kids could just send them over to us and get a physical that day. We built relationships with the fire, rescue and police departments and we would do educational programs. If they were at an accident and someone had been hurt badly they would send them to the ER but if they had someone who was just walking wounded with a cut they would send them over to us. We also did workman's comp. We gave cards to give out to all their employees. We gave them some discount for their own health care. They would come in a lot of the time and give us those cards.

