

# PATIENT LIFETIME VALUE IN MEDICAL PRACTICES

- 1 PATIENT EXPERIENCE → **CONVERSION RATE**
- 2 LIFECYCLE MARKETING → **MAPPED/TECHNOLOGY**
- 3 LOYALTY PROGRAM → **OWN YOUR OWN**
- 4 PATIENT REFERRALS → **LIFECYCLE MARKETING,  
EVENT PLANNING,  
ASK FOR REFERRALS!**

