

Are New Patients Really The Holy Grail?
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If you're like most DCs you've had it drilled into your head that new patients are the solution to all of your problems. New patients are indeed important, but are they really the Holy Grail? You've got to ask yourself this question: What has happened to all of the previous new patients that you've had?

New patients may indeed be the problem, but retention is the permanent solution. Keeping patients or retention is also less frustrating and a heck of a lot more clinically and economically satisfying than plowing through low-quality, demanding new patients. If you had even a fraction of all the people who you've evaluated over the years coming in for regular care, imagine what your office would look like!