

What steps does your organization take to maximize appropriate Referral Retention and increase the Referral Base within your Provider Network? Referral Leakage to a competitor's organization can negatively impact your Providers' Productivity and the overall financial performance of the Healthcare Organization. Outside Referrals may be necessary due to a lack of certain Specialties or Service Offerings represented within a network. Such Referrals are likely clinically appropriate.

Often, significant leakage of Referrals can be due to other more operationally manageable and correctable reasons. Here are some things to consider when working to optimize your Referral Retention and Referral base:

- Does your organization track and report all incoming and outgoing Referrals?
- Do you research and understand the reasons for all Referrals made “out of network”?
- Are out-of-network Referrals reviewed with the referring Provider on a timely basis to determine appropriateness? Discussing Referrals made months ago will provide less impact as opposed to actively addressing current opportunities in near real time.
- Understanding from where your Providers receive their incoming Referrals will help identify opportunities to optimize individual Provider Productivity and increase your Referral Base and overall market share.
- Do Referring Providers personally know who your Specialists are?
- Do Referring Providers know what services your Specialists perform?
- Is there an opportunity to capture additional Referrals through new service offerings and/or new Specialties within your network?

Optimizing Referral Retention requires proactive management to minimize unnecessary Referral Leakage. Maximizing the Referral Base requires development of strong Referral Relationships through face-to-face, Physician-to-Physician engagement and targeted marketing of key Providers, Specialties and service offerings.

Help facilitate your providers ability build their own personal practices.

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