

Survey Your New Patients

Marketing studies say that almost 75% of new patients in a dental practice are referred by current satisfied patient; and, properly impressed with your office, the first-time patient is, in turn, one of your best referral sources. Asking new patients, "Did we meet your needs and expectations on this first appointment?" and "How can we do better?" is part of a dynamic first appointment experience. The following survey gets new patients' attention and earns their applause as well.

New Patient Survey

Welcome to our practice. We enjoyed meeting you at your recent initial examination appointment. Because we want to be sensitive to your needs and concerns, please answer the following questions and return the survey in the enclosed stamped envelope. (Or if you email the survey, ask the patient to take a few moments to respond by email.) Thank you for choosing our practice for your dental care. We look forward to many years of working with you to maintain your oral health and beautiful smile.

1. What did you like best about your first appointment with us?
2. My primary concern about the condition of my mouth was addressed. Yes ___ No ___
3. I still have these questions about my mouth:
4. Did anything bother you during your first appointment? If so, please comment.

Please score the following points in order of importance to you, using 1 to 5, with 5 being the most important and 1 being the least important:

- a. ___ Choosing a dentist recommended by family or friends
- b. ___ Being greeted warmly and seen promptly when I arrive for an appointment
- c. ___ Receiving a complete explanation of all my dental problems
- d. ___ Being scheduled for regular (every 4 to 6 months) preventive appointments with our hygienist to maintain a healthy mouth
- e. ___ Receiving a detailed description of payment arrangements
- f. ___ The office itself: location, appearance, comfort of reception room, music played, patient restrooms, etc.

Thank you for sharing your thoughts and opinions with us. The finest compliment a professional practice can receive is the referral of others. We would consider it a privilege to see your family and friends.