Potential Referral Sources

This worksheet is designed to help you identify the most promising referral sources for your practice. If you already have a practice complete Part 1 first. If not, proceed to Part 2.

Part 1: Your Existing Referral Sources

The past is the best predictor of the future. It's easy to neglect your existing referral sources, and to underestimate or overestimate how many referrals you get from various sources.

Pick a sample of fifty to one hundred of your most recent cases. If the client self-referred, indicate how they learned about you with a check mark (\checkmark) . If a client was referred by another professional, write down the name of the source. Add a check mark for each additional referral from the same person or source. This will show you where your existing clients come from.

HOW DID THEY LEARN ABOUT THE SERVICE?

Use additional paper if necessary.

Your website	
Previous clients	
Family/friends	
Yellow pages	
Ad in	
Ad in	
Ad in	
Other	
FROM PROFESSIONALS (RECORD NAMI	E OF REFERRER)

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Part 2: Potential Referral Sources

Whether or not you already have a private practice, take some time to consider possible future referral sources in the future. You might wish to have access to the Internet while completing this exercise so that you can look up some sources.

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Part 3: Additional Referral Sources

Now consider some additional ways that people get referrals. For each category, consider doing a Web search to find the options in your area.

PROFESSIONAL DIRECTORIES AND ON	ILINE	REFERRAL SERVICES
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CLINICAL RESEARCH GROUPS (FOR YO	OUR TA	RGET POPULATIONS)
Groups conducting research on various client pop options to volunteers who do not meet screening groups running pharmacological research on your	criteria	s often offer suggestions for community treatment Consider nearby university researchers and also populations.
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NEARBY MEDICAL PRACTICES OR SOC	IAL SE	RVICE AGENCIES
Large medical practices and various social service multi-practitioner services that serve people in yo populations.	agencie ur regio	s often keep lists of private practitioners. Look for n, particularly those that serve your main client
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INSURERS

Health and disability insurers often refer clients	to privat	te practitioners for treatment. Who are the main arers. If you see people suffering the aftereffects of
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