PATIENT SURGE

The 7-Day Booking System

Proven Scripts to Reactivate Your Past Clients on Autopilot

-DIS RUP TA-

Patient Surge: The 7-Day Booking System

Proven Scripts to Reactivate Your Past Clients — Without Ads or Pushy Sales Tactics

Why It Works

Most Allied Health practices have hundreds of past clients who've dropped off — not because they didn't need help, but because life got in the way.

Patient Surge is a simple, ethical re-engagement system that helps you reconnect with those clients at the right time, for the right reason.

It's built for Allied Health businesses who want to:

- ☑ Reactivate existing demand
- ☑ Protect their brand and relationships
- ☑ Fill their books without relying on ads or referrals

Using warm, value-led messaging across just a few short emails, this system helps bring people back — and puts you in control of your client flow again.

✓ STEP 1: CHOOSE YOUR BEST-FIT CLIENT SEGMENT

Don't send it to everyone. Choose a group where your offer is genuinely relevant and timely.

Ask your team:

- Who did we get outstanding outcomes for?
- Who may be due for a review, check-in, or follow-up?
- Who has likely improved — but might still need support?

Example client groups:

- Speech therapy for children starting school
- OT for emotional/self-regulation nearing a term transition
- Psych support post-diagnosis or after a first care plan
- ADHD or Autism assessments for NDIS plan reviews

✓ STEP 2: PREPARE YOUR LIST

Export a clean list of relevant past clients. At minimum, include:

- First Name
- Email Address
- (Optional) Phone Number for follow-up or SMS

Use whatever system you already have — Cliniko, Halaxy, Splose, Mailchimp, ActiveCampaign, etc.

☑️ Pro tip: Tag or filter clients by service type, age group, or date of last appointment for smarter targeting.

✓ STEP 3: SEND THIS 4-TOUCH EMAIL SEQUENCE (Over 7–10 Days)

🗓️ **Email 1 (Day 1): Check-In With Purpose**
Subject: [First Name], a quick check-in from [Your Clinic Name]

Email:

Hi [First Name], It's been a little while since we supported you with [insert service or issue], and I just wanted to reach out personally.

We've opened a few appointments for [insert program or service] and thought it might be a good time to reconnect — if it's something you're still working through.

Here's more info or a link to book: [INSERT LINK]

Warmly,
[Your Name]

🗓️ **Email 2 (Day 4): Share Value or a Relevant Resource**
Subject: A helpful resource on [insert relevant topic]

Email:

Hi [First Name],

Whether or not you're ready to rebook, we thought this might be useful:

[Insert link to resource/blog/checklist relevant to their last visit]

We're always here when you need support.

Kind regards,
[Your Name]

🗓️ **Email 3 (Day 7): Offer a Limited Intake Opportunity**
Subject: New openings this month — [insert service/program]

Email:

Hi [First Name],

We've just opened up a handful of spots in our [insert program or service] starting this month.

If [insert issue] is still something you're navigating, we'd love to help.

👉 You can check times or book here: [INSERT LINK]

Let us know if you'd like to talk through anything first.

Best,
[Your Name]

🗓️ **Email 4 (Day 10): Final Reminder (Soft Close)**

Subject: Just checking in — any questions?

Email:

Hey [First Name],

I just wanted to follow up in case you were considering rebooking. These appointments will fill quickly, but if you need help deciding whether it's the right time, feel free to reply.

We're happy to guide you.

Warmly,
[Your Name]

✓ STEP 4: SEND THEM TO THE RIGHT PAGE

Avoid your homepage. Instead, send people to a dedicated booking page that:

- Speaks directly to their challenge (e.g. "Struggling with school readiness or focus issues?")
- Briefly explains how your service helps
- Includes a clean, simple form: Name, Email, Phone
- Features a clear CTA: "Book My Spot Now" or "Request a Call"

🛠️ Tools like Card, Leadpages, or your existing CRM booking form will work perfectly.

✓ STEP 5: REPEAT — AND BUILD MOMENTUM WITH MONTHLY CONTENT

Patient Surge isn't just a one-time campaign — it's the foundation of a long-term client reactivation system.

Once you've seen results from your first outreach, you'll want to build on that momentum — and the best way to do that is to stay front-of-mind consistently.

Here's how to make that work:

🔁 1. Run a Targeted Reactivation Campaign Each Month

Choose one segment of past clients to focus on — based on season, school term cycles, funding renewals (like NDIS), or common care pathways.

Examples:

- February: School readiness check-ins (speech/OT)
- April: Mental health support ahead of Term 2
- June: NDIS plan reviews and functional assessments
- August: Social skills groups / emotional regulation Each month, tweak your email sequence to suit that audience. This gives you a consistent stream of rebookings without relying on ads or social media.

Each month, tweak your email sequence to suit that audience. This gives you a consistent stream of rebookings without relying on ads or social media.

2. 💡 Add a Monthly Value Email (AKA Your Authority-Building Newsletter)

In between reactivation campaigns, send a short, helpful piece of content to your full database — even those who didn't respond.

Why it works:

☑️ It positions your clinic as an ongoing source of value, not just a place for appointments

☑️ It keeps your contact list warm, so future outreach doesn't feel out of the blue

☑️ It builds trust and referrals, even from clients who may not need your services right now

Examples of high-value newsletter content:

- "Top 3 signs your child may benefit from a speech review"
- "How to support anxiety in teens returning to school"
- "Checklist: Is your child ready for NDIS re-assessment?"
- "Client spotlight: How OT helped one family reduce morning meltdowns"
- "Behind the scenes: What makes an ADHD assessment truly effective?"

✨ Bonus: Combine Value + Subtle CTA

At the end of each newsletter, include a gentle prompt like:

"If this sounds familiar or you'd like to chat with our team about support options, you can book a callback here."

👉[Booking Link]

This keeps the door open without feeling pushy — and it gives you rebooking opportunities every single month, not just when you run campaigns.

📈 THE IMPACT IN NUMBERS

Let's say:

- Average rebooked client = $500 in revenue
- You reactivate 15–25 clients per cycle
- Run this quarterly across multiple service lines

That's $30,000–$50,000 in booked revenue per quarter — without needing to chase new leads.

☑️ Want Us to Set It All Up for You?

Disrupta's Patient Surge system is part of our done-for-you "Client Comeback Campaign" package.

We'll:

- Segment your list
- Write your custom campaign
- Build your landing pages
- Train your admin or clinical coordinator to follow up

🗓️ Book a complimentary strategy session:

Book your Free Marketing Diagnostic Call

You Deliver Life-Changing Care.

Let's Make Sure More People Get to Experience It.
— The Team at Disrupta

-DIS
RUP
TA-