

Make the nothing visible.

The Quiet Member Check for concierge & DPC practices

Find the members who never call, and show them once a year what the fee bought.

01 Find the quiet ones.

Members with no visit, call or message in six months.

How many: _____ Renewing in 90 days: _____

The first three to reach: _____

The healthiest member is the one most likely to leave. They can't point to one thing the fee bought.

02 Write what you know.

For each, one line on what knowing them over time has meant.

Member: _____

What we'd catch that a new doctor wouldn't: _____

Not in general. Specifically. A baseline you have, a reaction you remember.

03 Send the note.

"Nothing's due. I just like to hear how the year went."

Who writes it: _____ Sent by: _____

The direct line, said as a fact: _____

A short note from the doctor, not a newsletter. The direct line as a fact, not a warning.

04 Keep the list that isn't in the chart.

Three lines per member. Read it before every visit.

What they care about: _____

What they're afraid of: _____

What they mentioned once: _____

Being remembered doesn't fade. It accumulates.

05 Set the standard.

Every member hears from the doctor once a year when nothing is due.

The direct line is said as a fact, never as a warning.

Three lines per member, read before every visit.

The nothing was the product.

Members we'll write to this month: _____

Who writes the notes: _____ Done by: _____