



AMERICAN  
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# Building a Referral Base

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## Webinar Key Takeaways

1. The first step towards building a robust referral base involves defining your referral base with respect to your sub-specialty.
2. Reaching out to your referring physicians is often the most challenging aspect and can be accomplished by institutional announcements of new hires, doing grand rounds or lectures, or paying personal visits.
3. Other innovative ways of reaching out to your referral base include organizing and participating in local 'angioclubs' and through social media.
4. If you are using social media, be responsible and cognizant of your institutional rules.
5. It is important to 'build your brand' based on honesty and integrity in order to grow your referral base.
6. Do not forget that your patients are often your best advocates and will recommend you to their family and friends.
7. Communicating with your referring physicians at every step is very important; make sure to involve them in key clinical decisions regarding their patients.

