

GIVE, GIVE, GIVE,

Then Ask: Building Real Referral Relationships as a Surgeon Specialist

The best referral relationships in oral surgery do not happen by accident or by simply hoping cases keep coming in. They are built intentionally by giving value long before you ever make an ask.

Here is what that looks like in practice.

Start by giving strong clinical support. Send clear timely updates on cases. Share practical insights that help the referring doctor manage their patients care better and look good doing it. When you make their life easier trust builds fast.

GIVE recognition freely. A quick thank you note a social shout out or highlighting a great outcome goes a long way. People remember how you made them feel.

GIVE seamless collaboration. Keep communication simple reports prompt and scheduling easy. Offer quick consults or resources that support their broader treatment planning.

GIVE educational value too. Whether through informal lunches study clubs or short CE sessions sharing knowledge on full arch cases occlusion or interdisciplinary approaches helps your referring doctors grow.

Only after you have consistently given do you earn the right to make the ask for more referrals when appropriate for feedback on how you can improve the partnership or for introductions to other doctors who might benefit from the same level of care.

This give first mindset is at the core of Beyond Giftology. It turns occasional referrals into steady high quality relationships that benefit everyone especially the patients we all serve.

Surgeons who lead with giving do not struggle to fill their schedules. The referrals come more naturally because the foundation is solid.

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#OralSurgery #DentalReferrals #ReferralRelationships