

## Elevating the New Patient Experience

### **Tips to elevate the new patient experience:**

- Have the TC or Consultation Concierge be waiting and ready to greet the patient by name
- Have a welcome board to welcome
- Take them on a tour of the office
- Connect and communicate well and get on their level (patient and parent)
- Remember that it takes the right person being in the right role

### **Important information that can be collected at the new patient phone call:**

- Remember this call sets the tone for the experience they will have with you
- Collect insurance details so you don't have to wait on this information during the exam
- Write down the words and verbiage that the parent/patient uses so that we can use that language during the exam

### **Charging for the consultation:**

- Realize that this ultimately will create a barrier for some patients to come to your office for an exam
- Weigh if the revenue that is acquired by charging out weighs the potential loss of the exam
- Note that you are also limiting the ability of that patient to experience what you have to offer and to consider you for treatment

### **Cueing the doctor when it's time to leave the exam:**

- Have a conversation and strategy in place when you are reading body language from parent/patient that they are no longer engaged in the conversation
- Have open and frequent conversations about this with the doctor to build trust and a strategy
- Work to build the relationship and your knowledge so that the doctor feels confident leaving the rest of the details to you

### **Strategies that lead to starts:**

- Use verbiage and speak throughout the conversation as if they have already made the decision to start treatment with you
- Seed the information on the new patient phone call that you would have time available to start that day to save them a visit to the office

### **Tips for when the patient/parents needs to go home and talk to spouse:**

- Starting at the new patient call, stress the importance of all financial decision makers being at that exam
- Offer to step out while they call their significant other
- If they do leave and need to discuss things at home set a date and time to call and check in

*If you enjoyed this episode please subscribe and share!*

*Anonymously ask a question or tell us your stories at [www.practice-talk.com](http://www.practice-talk.com)*