

From Consultation to Commitment: Winning Over Patients Without Pressure

Strategies that start at the new patient phone call that help with commitment:

- Allow plenty of time so the conversation is not rushed and offer great customer service.
- Really listen!
- Plant the seed for a same day start.

What is the most valuable information your team can collect at the new patient phone call:

- Any information or insights are valuable such as a baby crying in the background or working around a vacation or sports schedule when finding the first appointment. Use this information to create a relationship.
- Write down the verbiage that the parent/patient actually uses when describing their concerns.

Offering a low downpayment and how that impacts potential collection issues:

- Know what your financial boundaries are and do what you can to really make it work for the patient/parent.
- Potentially do a "soft" credit check noting the time at the current address and job.
- If they have had other family members in treatment look at their past historical data.

Getting a same day start without being pushy:

- When you truly understand that you are simply providing options and that in most cases it really does help to not have to get time off of work/school again then you will never come across as pushy.
- Plant the seed at the new patient phone call so they are prepared for this option.

#1 tip for securing a same day start:

- Engage with the patient and make sure they are comfortable. The more they understand and the more relaxed they are the more compliance you typically get as well.
- Have genuine care and concern.

How to handle the comment of "I need to go home and talk to my spouse":

- First understand that this may not always be an excuse and may be valid.
- Offer to step out of the room while they call their spouse so if any questions come up you are right down the hall to help.
- Listen for cues/keywords and watch the vibe and body language to help determine what the true concerns may be.

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