



TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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A Great Diabetic Recall Program Will Keep your Reception Room Full

By Rem Jackson, CEO Top Practices



Patients! Your life would be so much easier if they just cooperated with you and your staff, wouldn't it? If they just complied with the treatment plan and then kept their regularly scheduled appointments? But most of them don't, right?

This is a Bad News/ Good News Thing

Here's the bad news: The real issue that we are dealing with is communication. You explain everything to your patients – you can set their recall appointments, you can tell them they need to return to have a checkup. But one year later (or earlier if needed), when they get the reminder call, they will think, "I can cancel that appointment, I'm feeling fine." And many will.

Here's the good news: If you communicate effectively from DAY ONE and continue to communicate with them throughout the year, **AUTOMATICALLY**, the likelihood of them returning can be *significantly* increased. There are two keys to assuring that your patients return to you regularly – **Communication and Automation**.

Communication

High quality communication begins in the office when you prepare the patient to leave your

office with an understanding that you are now working together to restore, improve, and protect their health. You and your staff must clearly explain why it is essential that you see them at their next appointment and tell them what to expect to occur between today and their next appointment. Then send them home with a little amount of helpful information to read. Follow up in 30 days with a letter explaining to them what is happening with their feet and why they feel so good. Tell them again how to care for their orthotics. Remind them about the need for the annual check-up.

Automation

High quality communication and the real secret to appointments being kept (even a year out) continues with automation. Top Practices use a communication database (a marketing database) to automatically stay connected with their patients throughout the year. When the patient leaves with an annual appointment, with just a click of a button, they are entered into a recall campaign which is designed to communicate with them automatically for the next year. Here is what happens:

- At 30 days, a letter is sent to them reminding them of the critical importance of the special care they must take with their feet because of their diabetes.

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Top Practices

1002 Lititz Pk., #191

Lititz, PA 17543

717.626.2025 ph

717.625.0552 fx

info@TopPractices.com

www.TopPractices.com

Announcing the NEW Top Practices Diabetic Recall Campaign!

For Top Practices members only.

NEW!



There is a right way and a wrong way to recall your patients, and professional copy makes all the difference. Sending letters to patients is expensive if they don't work. Sending letters that actually recall your diabetics and build referrals all year long is a wise investment.
– Rem Jackson

The Top Practices Diabetic Recall Campaign is a multi-step recall campaign written by Rem Jackson and his team of professional copywriters. Designed to educate and instruct, while including strong calls-to-action, this campaign (when loaded into a marketing database designed to deliver multi-step campaigns) is a “set and forget” approach to keeping your reception room filled with patients who keep their appointments and refer others to you.

Special introductory pricing for Top Practice Members \$695 (\$349 for Top Practices members who have purchased a Top Practices marketing campaign previously). This special pricing is good until March 30, 2012. Contact Nicole Tully at Nicole@NicoleTully.com or 717-626-2025 ext. 701 for more information.



“A Great Diabetic Recall Program Will Keep your Reception Room Full” continued from page 1.

- At three months, another follow up is sent discussing infections, how to avoid them, and why they are so dangerous.
- At six months, a correspondence is sent discussing the special needs of diabetics in relation to their feet.
- At 9 months, a reminder about their upcoming appointment is sent.
- One month before their appointment, two additional educational reminders are sent.
- A phone call is made within 14 days.

If the appointment is missed, an additional notification is sent to remind them to reschedule immediately.

Some doctors reading this right now are saying, that's overkill

and expensive. As an expert in marketing and communications by professionals, I can tell you this is not overkill – it is necessary. It isn't expensive – a few dollars – especially given the lifetime value of this patient and the significantly increased referrals they will be sending you during and after this visit. And I can tell you that when you do this, you will achieve high acceptance and compliance on these appointments.

As with everything in good practice management, you simply need to establish the diabetic recall protocol one time, train your staff, and then let it run forever.

Rem

The Front Office Is a Key Marketing Tool in Your Practice

By Chris Mullins the Phone Sales Doctor™



I'd like to ask all of you who are reading this right now to stop for a moment and be grateful for the business you have and to be grateful every time the phone rings in your office. Getting the phone to ring with the right type of prospective patient is no easy task. Rem and his Top Practices Team work very diligently to make this happen and they are very good at getting that phone to ring. But what happens in your office when the phone rings?

I listen to a lot of mystery calls from all types of businesses and, while I do hear improvements with script usage and tone of voice, I have to say that I don't hear that WOW, grateful, joyful tone that says I appreciate you and your call. It's easy to take your phone calls, prospects and even patients for granted, but I'd like to suggest that you imagine for a moment that your phone doesn't ring...it just stops ringing 100%; then what?

Scary thought isn't it?

So when your phone rings you should be elated, joyful, and very grateful and do all you can to "WOW" that caller no matter who they are because you, the front office expert, are the company. Everything you do will dictate how well that call and the ongoing relationship with that customer or prospect will unfold.

The Importance of the Front Desk.

To properly reflect your brand, you must focus on your appearance, behavior, at-

titude, business manners and communication skills. No matter how busy the reception area is, you can count on the receptionist to **always** project a professional image and make a great first impression on everyone they encounter. The front desk (office) sets the tone for your entire relationship.

Greet everyone promptly with a smile on the phone and in person. Your office is crazy busy, patients are waiting, coworkers are standing in line to speak with you, the phone is ringing off the hook. How do you handle this with ease? Breathe, be calm, count to 10, ask for help, use a script; it will help you to focus on where you are now.

When patients call, two of the most important needs they have are to be LISTENED TO and to be RESPECTED. Have you ever noticed how good it feels when someone really listens to you? When we're listened to, we become more open and relaxed. No body language that says I'm too busy for you, rolling eyes; no eye contact, arms folded, staying far away when you're talking to someone.

Remember, each team member in your practice represents that practice and determines whether or not your patients will want to return to the practice or refer you to their friends, family, or neighbors.

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Chris Mullins has been working with our Top Practices Members for over three years and does an excellent job of training your staff to answer the phones very effectively. You can find out more about her programs at www.GreatBottomLine.com.



Did You Know?

Americans' penchant for chocolate is strongest around Valentine's Day, with Valentine's week ranking number 1 in chocolate candy sales during the year, according to the Neilson Company. In 2009, Americans spent nearly \$350 million on almost 60 million pounds of chocolate during Valentine's week. We wonder if there is a corresponding surge in cavities by the beginning of March!

"You just can't beat the person who never gives up."

— Babe Ruth



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THE FRONT OFFICE IS A KEY MARKETING TOOL IN YOUR PRACTICE



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SAVE THE DATE!!

Due to popular demand, the Top Practices Marketing and Management Summit will return to Las Vegas in 2012.

September 22–23, 2012

We found a wonderful site for this year's Summit – The Tuscany Suites and Casino. And we've secured great room rates – it's an offer that will be too good to refuse. Stay tuned for more details in next month's newsletter, and watch our website at www.TopPractices.com for registration information coming in the next few weeks. See you in September!