

DEDICATED TO YOUR SUCCESS

How to Increase Trust with Your Patients

By Peter Wishnie



The days of “I am the doctor, so trust me” are over. You and the patient have not yet established any type of rapport. Trust is huge when it comes to a patient’s care. Without trust there is an increase in noncompliance of care. Conversely, if the patient has a good rapport with you and trusts you, you will have a patient for life.

How to Increase Trust

The first thing to do is to make sure your staff communicates well with the patient. This begins at the initial phone call. The staff member should be energetic and happy to help the patient. They should be genuine and inviting. They should be a great listener and make the patient feel very comfortable, both on the phone and when the patient first enters the office. Making the patient feel at ease shows confidence and with confidence comes trust.

When you enter the treatment room, introduce yourself to the patient. Shake her hand, and don’t start talking about her foot problem. Start with talking about her occupation, family, and hobbies. You can ease into that conversation by asking how did you hear about us? If it was from another patient, say, “oh, we love Sally. Please tell her thank you.”

Now, just like your front desk person, you need to listen. When getting into the patient’s foot problem, ask questions, look at them in the eyes, and listen. Do not interrupt. Ask them about their goals and what is the pain preventing them from doing. When you discuss your diagnosis and treatment plans, sound confident. Do not have any “ums”, or “maybes” in your words. Always maintain eye contact, smile, and tell the patient how you are going to get them better. Tell them this is something you see everyday and that you are going to help them reach their goals.

Get Agreement

When it comes to the treatment plan just tell them what you plan to do. When you are done with the treatment, ask them if there is anything else they need, or if they have any further questions. Now, in order to make sure they return for their next appointment, tell them why you need to see them and what your plan will be on that day. Let them know you haven’t cured their problem yet, and it is imperative they keep their appointment. The key is to get agreement so they will keep it.

Now to increase trust, I write them a thank you letter and in that letter I go over what we discussed at the time of their visit. I also call them the very next day. This gives them another chance to ask me any questions that came to their mind since their visit. If the patient was referred by another patient, we send the referring patient a thank you letter.

You will increase trust, patient compliance, decrease your no show rate, and increase your referrals just by taking your time and doing these extra things.

Dr. Peter Wishnie is the Founder of Family Foot and Ankle in New Jersey. He is also the Director of Physician Programs and Practice Management Consultant for Top Practices Virtual Practice Management Institute. You can find out more about Top Practices Management Programs [here](#).





Four Perspective Shifts That Will Help You Do Digital Marketing Better

By Tom Foster



Maybe you're unhappy with your website, or maybe you've hit a plateau with your digital marketing. While there may be plenty of technical changes you could make to improve your approach, the most important change starts with you.

Great Digital Marketing Is All in Your Head

Is your digital marketing suffering from perspective problems? Changing how you think about marketing can be the spark that turns the tide of your online success. Here are four marketing mantras that will help you bring success back into focus:

- **It's for them, not me.** Organize your content for your patients, not for yourself. All the content you feature on your site should be created with your perfect patients in mind. It should be relevant, readable, and ready to help potential patients take the next steps toward relief. Fostering a positive user experience should be the foundation of all you do.
- **I am not my perfect patient.** You can try to guess what your perfect patients want, but you're going to get much better answers if you look at the hard data. Pay attention to the numbers and take time to check in regularly. The data you gather will tell you everything you need to know about what's working for your audience and what isn't hitting the mark.
- **My marketing team is not my enemy.** The fires of online success are often a slow burn, but seasoned guidance helps you survive the ups and downs. If you fly off the handle when things go wrong or ignore advice when things are going right, then you're preventing yourself from getting the marketing expertise you pay for. You want to maintain a positive, constructive, and trusting relationship with your marketing partners.
- **Goals need clarity.** Clarity of purpose provides a better focus for both you and your marketing partners. You may want to attract all the best patients in the world, but you have to get there by putting one foot in front of the other with proven strategies and realistic short-term goals.

Need help? Get a fresh perspective by reaching out to our marketing experts at 888-886-0939 for a free website analysis.

Tom Foster is CEO and Founder of Foster Web Marketing who works closely with Top Practices Virtual Marketing Directors. You can contact Foster Web Marketing at 888-886-0939.

Listening to the Voice of the Customer

By Tina Del Buono



*“Quality in a service or product is not what you put into it.
It is what the client or customer gets out of it.*

~Peter Drucker

Because I am in a people service business I am always looking for ways to improve the quality of service to our customers, which in my case like yours, happens to be patients. Several years ago, I had the opportunity to attend a Medicare face-to-face meeting and had the opportunity to listen to an excellent lecture given by Harry Feliciano, M.D., M.P.H., who at that time worked with Medicare. During his lecture he talked about the need to listen to the “voice of our customers” (VOC) to be able to improve the quality of our service.

Dr. Feliciano told a true story of a hospital E.R. that was losing patients because people were willing to take the risk, with their health, and drive an additional 20 minutes to an E.R. in a neighboring town to receive better care. When the hospital realized this they began asking questions as to why this was happening and how could they get patients back to their hospital. They found out that patients were not coming to them because they were able to receive better care and quicker service at the neighboring hospital. The hospital then took the time to find out what the people really wanted from an E.R. and came up with just these three things. (1) The patients wanted to see a doctor quicker. (2) The patients wanted to have their family in the waiting room informed of what was happening. (3) The patients wanted to be treated with respect.

The hospital began mapping the patient experience in their E.R. and found out that it took the average person 47 minutes to just get the paperwork filled out correctly before being able to be seen. They then figured that out of the 47 minutes only 7 minutes of the time really had any value. The rest of the time was wasted on the lengthy and unnecessary paperwork and going back and forth with hospital personnel to get it all correct. They looked at what did not have value and cut it out. They found that the patient paperwork could actually only take 7 minutes once this was done, so they decided to have an R.N. meet each patient as they came in the door and immediately take them to a room. The Nurses had the training and could not only get the information they needed from the patients quicker, but they could triage the problems and get the patient to a physician to be treated faster.

The hospital mapped the patient experiences, then the processes and value. They were able to take their dysfunctional E.R. and make it a “No Wait E.R.” because they were willing to listen to the voice of the customer (VOC). But the real change came because after they listened they just didn’t talk about what needed to be done they actually did it!

This really made me think about our medical practices and how we need to put on our stethoscope and take a good listen to the heart of our business, which is the VOC (voice of our customers), to make sure we are keeping up with their needs because without them we have no pulse.

Take time to map your patients experience with your practice to examine if there is something you can do to improve the quality and service you give them.

Tina Del Buono, PMAC is the Director of the Top Practices Virtual Practice Management Institute which enables its members to overcome their practice management challenges (that seem to get worse by the day) and run their practice so well that everyone gets their nights and weekends back with all their work done. Find out how it can transform your practice at [Virtual Practice Management Institute](#) today!





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How to Increase Trust with Your Patients (SEE PAGE ONE)



EARN WHAT YOU DESERVE AND GET YOUR NIGHTS AND WEEKENDS BACK.

You are not alone. Attend the Top Practices Summit in Arlington, VA on September 14, 15, and 16. It turns out that the cavalry IS coming over the hill.

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