Practice Focus
November 2026

The New Patient Business

1. *New Patient Calls*
2. *Slow Down, Speed Up*
3. *Preemptive Discussion*
4. *What We Are*

What Scott Covers In This Practice Focus

Scott narrows the new patient business down to one question: what are we doing to create predictable outcomes, maximize patient value and accelerate complete health case acceptance?

He gives four principles to apply before the visit, during it and after it. Pre-frame, which means selling only the next step, a get-to-know-you discovery visit followed by a decision visit, so price and insurance don't take over the first conversation.

Slow down to speed up, putting the execution on the front side of the visit with forms, the welcome video and preparation done in advance.

Redirect and preempt with good news, moving the patient from money to health, from delay to disease and from insurance to prevention before a price surprise can land. And say what we are, not what we aren't.

He closes by asking every role, from the phone to the treatment coordinator to the doctor, to map these pillars through the patient experience and write a full outlined statement of who the practice is and why it matters to the patient.

Action Plan

New Patient Calls

Discussion Question 1:

When a new patient calls, what next step are we selling, how are we making it attractive, and what exact words will EVERY new patient caller hear from us?

Action Plan

Slow Down, Speed Up

Discussion Question 2:

From the first call to the final visit, where are we rushing today, and what will we slow down on the front end so that we can speed up same-day case acceptance?

Action Plan

Preemptive Discussion

Discussion Question 3:

When a patient gives us insurance, price or delay, what are our word-for-word redirects from money to health, from delay to disease and from insurance to prevention; where will we preempt with good news before these things come up?

Action Plan
What We Are

Discussion Question 4:

What is our full statement of who we are at the front end, in the middle and at the back end; why does it matter to the patient?

Remember to frame everything in the positive sense.

"We're a complete health practice."
— versus —
"We're not an insurance practice."