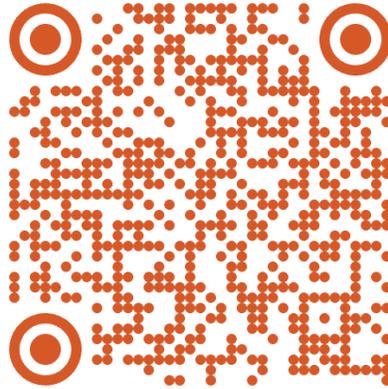




Team Activity

Team Activity



Series 9 / Session 10

Conversion and the Leverage Points of Patient Success

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1. Make a copy of this worksheet for each team member to use.
 2. Complete the Team Activity.
 3. Fax or email one “Master Worksheet” containing your team’s collective efforts.
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Team Activity

Step 1 Quick Reflection

Where are we doing well with:

- Treatment Summary
- Triangles of Trust
- Clinical Yes
- Delivery for Treatment Coordinator

Where are we taking shortcuts in those areas and what are our opportunities to improve?

Team Activity

Step 3 Engineering Urgency, Incentive and Motivation

Our 3 Pillars of Presentation:

1. If it's diagnosed, it must be done.
2. Present all the treatment, all the time.
3. Prepay.

Examine each Pillar.

Do each of us hold and communicate the belief in Pillar 1 with all our patients?

Are we employing effective Presentation Flow and demonstrating mastery of Pillar 2?

1. Present the complete concept (all the treatment).
2. Here's the good news...
3. The investment is only X dollars.
4. We love to get patients healthy and save them money, here's how we do that...
5. You pay X dollars today.

Team Activity

Discuss financial planning:

- Do we have complete confidence around developing financial plans with patients?
- Are we aware of ALL the financial tools we have at our disposal (lines of credit, sources of cash, financial partners)?
- Are we communicating all those options clearly and remaining committed to breaking down money, not treatment?

Are we fully leveraging Pillar 3 (Prepay) by asking for all the money *in concert with* properly positioning incentive for action (savings for all the money up front, it will never be less expensive than it is right now, bundling treatment into the minimum amount of visits, getting to state of ideal as smartly, cost-effectively and efficiently as possible).

Remember:

Price is only a problem in the absence of value!

Team Activity

Step 4 Scheduling and Tracking

How are we scheduling anchor appointments and how can we use the schedule as an asset?

Who's responsible for follow-up and making sure no patient's left behind?

Go back 30, 60, and 90 days:

What percentage of case acceptance is tied to value?

Remember:

- The MORE material consumed by patients, the greater the case acceptance.
- We're a REASSURANCE practice, not an insurance practice.
- We're ALL leaders and guides.
- We must BELIEVE we are the best place patients can invest their resources.
- We only help those who say, "YES!"