

Turn A Patient Consultation into A Treatment Plan

Patient's Specific Treatment Plan

- ✓ Have treatment print out ready so the patient can visually see what was prescribed

Your Ultimate Goal Is to Sign Up a Patient for Treatment.

- ✓ **DO:** Establish a bond with the patient
- ✓ **DO:** Be friendly and empathetic to their condition
- ✓ **DO:** Ask about the patient and their symptoms
- ✓ **DO:** Be positive at all times (avoid negativity & scare tactics)
- ✓ **DO:** Reinforce “we’re here to help provide patients who qualify for treatment with a better quality of life.”
- ✓ **DO:** Communicate scarcity of appointments “We only have **X** appointments per week, so let’s get you scheduled”.

3 Key Points

Be sure to mention these points when starting your pitch, to communicate what the goal is for the patient:

“Our goal is to help you:

1. Feel better
2. Manage your pain and discomfort level
3. Ultimately get you as healthy as possible”

Advise the Patient: Show patient their evaluation results and review the data.

Closer:

“The good news is that you qualify as a candidate for treatment. You’re at a [X] on the neuropathy assessment scale, and after just one treatment, you’ve already improved to a [X].”

Have patient set goals (see next slide) tied to treatment.

Ask About Limitations and Opportunities This creates an aspirational mindset and sets a goal for patient.

Closer:

“Can you share with me what neuropathy has prevented you from doing?”

“Since you obviously qualify for treatment, what would you like to be able to do as a result of improving your neuropathy symptoms?”

Communicate “hope” to the patient:

“You’ve come to the right place. You’re important to us and we care about your health. The small step you’re taking today can make an enormous difference in your future health and happiness.”

Ask 3 “Yes” Questions

Why? It disarms anyone you’re trying to sell to.

Closer:

“I want to be sure we give you everything you need, so would it be ok to ask you a few questions to help zero in on what would be most helpful?”

1. “Would you agree that it took a long time for your neuropathy symptoms to develop?”

Patient Answer: YES

2. “Would it be realistic to say that you’ve been seen by a number of medical professionals with little to no improvement, or possible a worsening of your symptoms?”

Patient Answer: YES

3. “Would you agree that you and I share a common goal to reduce your neuropathy symptoms?”

Patient Answer: YES

Treatment Plan Script

Closer:

"[Name] is prescribing that we see you for [X] weeks."
(Start with the full treatment plan, on the printed sheet)

"The treatment plan she has prepared for you will help manage your pain that she addressed, and restore function to your body. More importantly, it will get you as healthy as possible by addressing different factors in your life."

"Let's go through this in more detail. Here is the treatment plan for your condition that he/she prescribed."

"The therapist recommends the full treatment plan. The plan will get you through your corrective care and allow you to have [X] visits with the therapist."
(Pause and wait for the patient to agree or disagree)

If Agrees:

"Let's get you started." (Tell patient the cost of treatment)

If Disagrees:

"If you don't mind me asking...what do you think you will do if you don't resolve this issue today?" (Listen and acknowledge what the patient is saying and their objection)

Overcoming Objectives

Patient:

I want to see how I feel after today.

Closer:

"I completely understand... but you have to remember how long you've had this problem... it's going to take some time to get the results you want."

Think of this process like going to the gym. You don't get results the first day of working out, right? Not at all. This treatment will help you resolve and manage your discomfort level, improve blood circulation, and reduce inflammation and pain (or numbness)."

Patient:

I don't have time.

Closer:

Explain the Footbed: "Neighborhood Center's Home Care treatment can be done at home, and typically takes 20 minutes, 3x per week."

Patient:

I need to speak to my spouse or guardian first.

Closer:

"I completely understand... I'm sure your [spouse/guardian] cares about your health... Would you like to call your [spouse/guardian] now so we can review and answer any questions? Because there's a limited number of treatment slots available, let's go ahead and get you signed up today for your therapy appointments."

Tip: Patients typically fall into 3 categories in relation to payments.

1. Financially-sensitive (typically don't move forward with consultation due to cost/ability to pay)
2. Not financially-driven (lack of insurance coverage will not stop them from treatment)
3. Interested in exploring financial payment options further

Patient:

I don't have the money now.

Schedule them to come in the day after they get paid.
Be accommodating to their financial needs.

Integrate Feel/Felt/Found**Closer:**

"I understand how you **feel**. It's not an inexpensive investment and getting the best value is important to you. We have numerous patients that **felt**, at first, the same way you do. But what they've **found** is that this decision to invest in their health is one of the best decisions they've ever made. It not only enhanced their lifestyle, but also allowed them to spend more quality time with their family/friends/kids/grandchildren, and/or doing the activities that they love."

Patient:

I can't afford it.

Review the cost options on the next slide with the patient.

Then offer options:

- You can use your HSA/Health Spending Account dollars
- We accept credit cards
- We offer several options for payment, including financing

Compare Costs

Avg. hospital visit* (fall or injury)	\$30,000	Example: broken hip
Annual Rx cost**	\$11,341	
Avg. ER visit***	\$1,233	Example: falls, sores
Home Health Care hrs./week for 1 yr.	\$10,920	Example: \$21/hr. x 10
Avg. U.S. monthly rent**	\$871	
1 week vacation	\$2,000	
Nice dinner out	\$150+	
New car	\$25,000+	

If All Else Fails... Ask:

“What are your other options besides coming to us for treatment?”

Refer to treatment options (next slide) to overcome objections

“What do you think you will do if you don’t address all of the issues [Name] discussed?”

“Are you going to take more pain meds or have surgery?”

“Are you prepared to use a walker or wheelchair if your condition worsens?”

Treatment Options

Reference if patient mentions medication, surgery, or other treatments.

Prescription Drugs

- Only mask the pain by blocking receptors in the brain
- Condition will continue to worsen: meds don’t treat the nerves
- Patients require higher doses as symptoms worsen. Symptoms return when meds stopped.
- Frequently cause harsh side effects*:
 - Antidepressants
 - Anti-seizure (includes Lyrica)
 - Opioids

Surgery

- May provide temporary relief; costly; recovery time

Lyrice (Sample Conversation)

Closer:

“You mentioned that you don’t want to take Lyrice for your neuropathy symptoms, but you have foot pain and can’t sleep. Your symptoms will only continue to worsen. What are you going to do to alleviate your symptoms?”

Closer (finale):

“Getting you back on the road to good health is our number one priority. You already took the first step by coming in today. Now that you know the extent of your condition, the good news is that you qualify as one of the lucky ones whose symptoms can be treated—without medication or surgery.

Isn’t it time you make your health a priority and take the next step to a healthier, happier future?”

Closing Remarks for Reluctant Patient

Getting you back on the road to good health is our number one priority.

Closer:

Congratulations on taking the first step, just by coming in today for your consultation.

Now that you know the extent of your condition, aren’t you relieved that you qualify as a candidate for treatment? There are other neuropathy sufferers that would trade places with you to have that chance.

Isn’t it time you make your health a priority and take the next step to a healthier, happier future?”

Schedule Appointments and Payments

Closer:

“Let’s schedule your treatments and get you started!”

- ✓ Complete appointment calendar
- ✓ Process payment

Remember not to give up!

- Overcome 2-3 objections to stop obstacles to the sale.
- Invite the patient back for another visit at a time in the near future that works best for them.