



**BETOP
LOCAL**

THE EXAM

BREAKDOWN



The Goal of the Exam

- Next step from the consultation without delay or objections
- Diagnose and clarify for the patient
Establish a “Specific” care plan
- Create a sense of trust with the patient
- Be certain the patient understands what the next steps are and how they will finally resolve the issue
- Elevate concern if issues are not addressed
- Identify potential issues (objections)

Let's Be Clear

- I am not here to tell you HOW to run your exams or what labs you should order
- I am here to share with you what needs to happen if you want to build rapport
- Specific exam components will be based on type of care you provide but the framework can't change
- What matters most is how the patient feels through the exam.
- Times will vary based on types of treatment

Inside the Exam

- Did we take over from where we left off in the consultation? (consistency is key so not to confuse the patient)
- Give them a chance to bring up any questions they have AFTER they had the consultation (this is how we notice potential objections)
- Complete the exam focusing on the positive side of the options that were given
- Multiple options and discussion and building of Value stack

Key Questions to Ask

- When and how did the pain start (build empathy)
- How is this affecting quality of life (critical)
- Why have you waited to ask for help
- Do certain activities make this worse (quality of life topics)
- Describe the pain (also builds empathy)
- Does it come and go (again redirect to needing help)
- Did the pain start as a result of an injury or just worse over time

