



# The Core 4 Blueprint Breakdown

## 1. PATIENT PROFITABILITY

We all know that every business owner wants to make a profit. This begins and ends in their mindset. This is not to say that the only reason you are in business is to make money off patients who come to you for help. But we know that there are also bills to pay! We're here to tell you that it is possible to do both as long as you hone in your processes and change your mindset.

Focus on treating serious conditions that have a higher case value. DO NOT compete on those prices with your area. The key here is to make yourself the Rolls Royce of treatments. If they invest in YOU, they will have a higher quality experience. People who pay good money pay attention to how you present yourself.

## 2. QUALIFIED PATIENT OPPORTUNITIES

Every patient must be taken on a journey that familiarizes them with your practice, builds trust between doctor and patient, and makes them confident in your abilities to treat them. This begins with your marketing strategies and follow up processes!

It's unnecessary to tackle every social media platform to find patients. Building a brand in your market with hyper specific marketing all but guarantees a consistent lead flow. But that's only if your ad creates an emotional response -- NOT an information dump on your treatment plans.



### 3. ROCKSTAR STAFF

This is the NUMBER ONE biggest differentiator between a 7 figure practice and a poor performing one. This goes back to mindset. They are investing in you because of the higher quality experience. If a staff member doesn't do their proper due diligence on building the trust in the practice, they won't be sold into care.

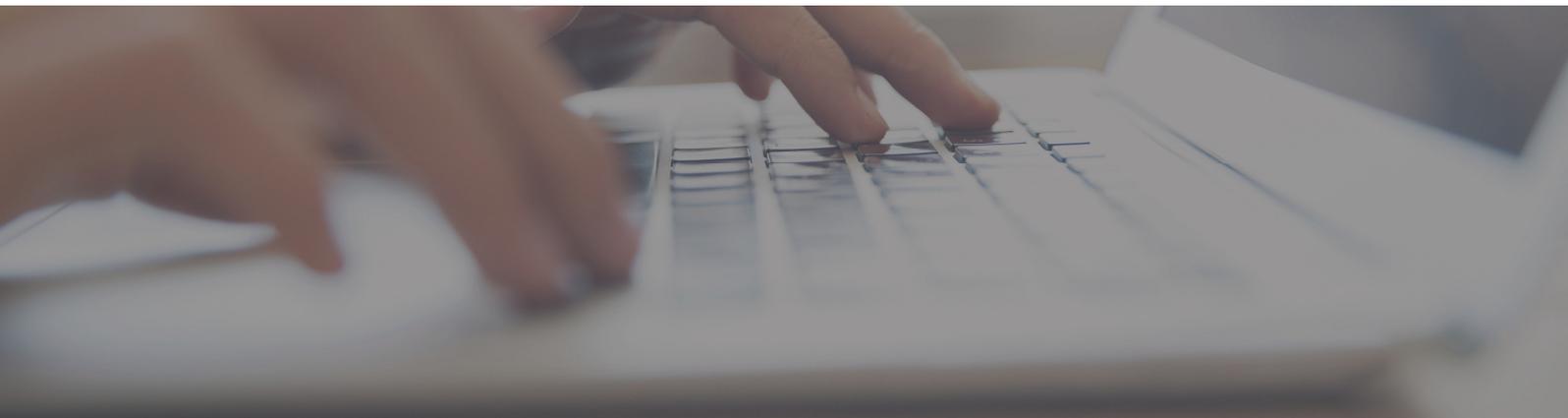
Here is what you need to equip your rockstar staff with: a Bulletproof Scheduling Process with proven scripting on how to schedule new patients, an automated reminder/follow up process, and retargeting ad reminders.

### 4. POWERFUL PATIENT ENROLLMENT AND RETENTION PROCESS

It's important to remember that most of the patients you see massively distrust the healthcare industry. They believe that you only see them as dollar signs. It's your job to gain that trust back and show that you are different from the other practices by honing in every step in this process.

The consultation is the most important opportunity to build trust. If it doesn't happen here then you will never hear from that patient again. Your exam process needs to show that it is possible to treat their condition by working with you! The return of findings and financing is the perfect opportunity to eliminate their most common objection: that they can't afford it.

If they signed on with you after these steps, you're not finished! Do you have processes to keep them in care? Patients are used to hopping from doctor to doctor that will tell them what they want to hear. You MUST keep their trust in you.





## LEAD HANDLER CALL OUTLINE

Someone clicked on your ad and entered their information for you to contact and schedule an appointment. Time to party RIGHT? As sweet as that feeling might be, we've only just entered into the equation. **Below we will be sharing our PROVEN 6 step process to get 75-90% show rates on your inquiries!**

*It can be feel uncomfortable calling the patient when all they've seen is our ad. Remember that even though they clicked the link to get more information they may not be ready yet! They **will assume** you are hoping to sell your treatments to them - this probably isn't the first time they reached out for help.*

The most important thing is to not sound desperate and respect their time. Study our sample script and it **WILL** solve the patient no show epidemic.

Since our doctors started using this script, they've seen an exponential **INCREASE** in patients showing up. We know it works - not some abstract theory we have thrown into the air.

Let's break down the sample script for you based on the points I gave in the video.

## 1. STEP ONE: WHY ARE THEY INQUIRING?

**New Patient Care Coordinator:** *Hi Mrs. Lee, this is Susan from Newport Physical Medicine.*

*I'm calling because you reached out to us on our Facebook ad about scheduling a free consultation.*

*It sounds like you have some chronic knee pain problems.*

**Mrs. Lee:** *Yes, I do.*

**New Patient Care Coordinator:** *We'd love to help you out with that! Before we schedule an appointment, I'd like to ask you a couple of questions to get an idea of what's going on.*

**Mrs. Lee:** *Okay that sounds good.*

We've told them who we are and reminded them that we are following up with them based on the Facebook ad THEY signed up for. We've started a dialogue with them and segued into asking the questions we need. THEY contacted YOU.

**Here, you can fill in the script based on your info:**

*"Hi (PATIENT NAME), this is (YOUR NAME) from (OFFICE/DOCTOR). I'm calling you because you reached out to us on our Facebook ad about scheduling (OFFER FROM AD). I understand you're having issues with (PAIN COMPLAINT)."*

You get the idea.

## 2. STEP TWO: HOW LONG HAVE THEY BEEN IN PAIN?

**New Patient Care Coordinator:** *Can you tell me how long you've been experiencing knee pain?*

**Mrs. Lee:** *Oh gosh. It's been several years now. It feels like an almost constant pain.*

**New Patient Care Coordinator:** *I'm so sorry you've had to deal with that kind of pain! It sounds to me like it's gotten worse then, is that correct?*

**Mrs. Lee:** *Definitely. It was tolerable before. Now, not so much.*

**New Patient Care Coordinator:** *That must be tough for you to deal with.*

**Mrs. Lee:** *It really is.*

Ask them their pain. Is it recent? Has it gotten worse? Those are just some basic questions so if you like to ask for more specific information (what kind of pain? Rate it? Etc.) then have at it! It's totally okay to customize the script for your needs.

The main point to get across here is to build empathy. No, you're not acting like a therapist, but it would be crazy NOT to use a therapist's techniques. Acknowledge their pain. Sympathize. They want a willing ear to listen to them because they might not have had that positive experience before.

### 3. STEP THREE: WHAT ACTIVITIES ARE LIMITED DUE TO PAIN?

**New Patient Care Coordinator:** *Would you say it has impacted your day to day life? That you're feeling limited in what you can do because of it?*

**Mrs. Lee:** *I'm retired now so I can limit how much I move my knees luckily, but it would be nice to not have to live with this pain. Especially since I can't go outside and garden anymore.*

**New Patient Care Coordinator:** *I completely understand, I have my own garden myself. You've lost out on an important hobby of yours.*

**Mrs. Lee:** *Exactly! I feel trapped in my pain. I need to be on my knees in the plant beds and it's just gotten too painful.*

**New Patient Care Coordinator:** *We had a patient come in recently that had your same problem. Luckily, we were able to get her back into the dirt in no time.*

**Mrs. Lee:** *What is the treatment you offer? Would it help me?*

**New Patient Care Coordinator:** *We have a variety of treatment options based on what we discover in your initial consult. Until you meet with Dr. Campbell, we won't know what will be best for you...but I can assure you we've helped many patients just like you!*

**Mrs. Lee:** *That's so great to hear!*

This is the key area to build empathy with your potential patient. As I said in the video, you want them to think about what they want out of the treatment. How motivated are they? The better reason they have, the more motivated they'll be.

Here, I've used a hobby as an example. The New Patient Care Coordinator uses this information to find a commonality with Mrs. Lee. The purpose is to build rapport with the patient, giving them more reason to find your practice TRUSTWORTHY. It doesn't need to be a commonality, of course. Merely lending a listening ear will work.

Also, NEVER give more information on the treatments over the phone. This also goes along with not telling them how much the treatments cost. You don't know what will work for them. They might just hear the word INJECTIONS and realize they've done injections before. Now they've written off your practice completely even though it might be completely different.



#### 4. STEP FOUR: WHAT HAVE THEY TRIED IN THE PAST TO RELIEVE THE PAIN?

**New Patient Care Coordinator:** *I'm glad! So Mrs. Lee, could you please tell me what methods you've tried in the past to solve your knee pain? Medication, treatments, and so forth?*

**Mrs. Lee:** *I've had surgery in the past but that didn't help. I just take over-the-counter pain medication. I just don't want surgery again.*

Be prepared for some venting here. You know it's hard living with chronic pain. The point here is to listen to what they want out of treatments. Mrs. Lee doesn't want to go through another surgery. Maybe she wants to get completely off of medication. What can you offer Mrs. Lee for her to reach her goals? Is it even possible for you to help her?

#### 5. STEP FIVE: EMPATHIZE AND BUILD CREDIBILITY FOR THE PRACTICE

**New Patient Care Coordinator:** *Thank you so much for sharing that with me. I hear stories just like yours all the time. Like I mentioned before, we had a patient come in just last week with knee pain and she couldn't garden anymore. Dr. Campbell is one of the best in the world and he was luckily able to get her in and come up with a treatment plan. She's made it back into her garden.*

**Mrs. Lee:** *That's so great to hear!*

**New Patient Care Coordinator:** *Based on everything you've told me, it sounds like you'd be a great fit to meet with Dr. Campbell. He's helped thousands of patients avoid having surgery on their knees and I'm fully confident that you'd make a great candidate for our treatment program.*

**Mrs. Lee:** *Can you tell me if my insurance covers this?*

**New Patient Care Coordinator:** *Unfortunately, I can't tell you until Dr. Campbell decides what is the best treatment plan for you, if any at all. Some treatments are offered with different insurances, you know? But, I can of course tell you once we have more information from the doctor! We'll be able to tell then if you are a good candidate.*

Another area to empathize and build credibility for the practice. They'll get more comfortable with you because you are listening.

This is where you do that 30 Second Elevator Pitch you always hear marketers parroting at you. Why is Dr. Campbell credible? Are there similar patients he helped in the past? In the script, I brought the conversation back to the garden Mrs. Lee desires. Remind her why she needs help.

Assure the patient that your doctor is qualified. Your doctor is the hottest ticket in town. La crème de la crème. I'm using creative liberties here, but make it clear that Dr. Campbell has a strong potential to help Mrs. Lee.

Reminder: NEVER talk about insurance coverage over the phone. You want and need to be ethical. You can't possibly know the correct treatment until you get her into the consult.



## 6. STEP SIX: BOOK THE APPOINTMENT

**New Patient Care Coordinator:** *And just so you know, Dr. Campbell will only take on a new patient if he's confident that he will be able to help them. We don't want to waste your time, money, or have you go through unnecessary treatments.*

**Mrs. Lee:** *That's so great to hear. I feel like my last doctor was just out to get my money.*

**New Patient Care Coordinator:** *We want to be your advocate and get you back in your garden! We'd love to get you scheduled for your free consultation. Let me put you on hold real quick to see when we have availabilities.*

**Mrs. Lee:** *Thank you.*

**(NOTE: Put the patient on hold and find a MORNING and AFTERNOON time slot. DON'T ask them when they are available.)**

**New Patient Care Coordinator:** *Okay, I'm back Mrs. Lee. Normally we are super busy but I found an opening this Thursday at 10:00am or next week on Wednesday at 2:00pm. Which of those will work for you?*

**Mrs. Lee:** *Thursday at 10:00 sounds great!*

**New Patient Care Coordinator:** *Fantastic! I've put you down for Thursday at 10:00am. So, after we hang up you should be receiving a confirmation email of your appointment with directions to our office and the forms you need to fill out before coming in.*

*Also, ask for me when you come in for your appointment! I'd love to meet you and talk shop on plants!*

**Mrs. Lee:** *Thank you for your help, Susan!*

**New Patient Care Coordinator:** *Of course! I'll see you on Thursday, Mrs. Lee.*

### **DO NOT ASK THE PATIENT WHEN THEY ARE AVAILABLE.**

I'm serious. Say that again. Tattoo it on your body if that works. You don't want them to put off coming in to see you. First off, they could talk themselves out of the appointment when it is so far away. We're trying to avoid no shows, right?

### **PUT THEM ON HOLD.**

You might already know what openings you have, but you want to give the illusion that you are fully booked. You are **EXCLUSIVE**. Your doctor is la crème de la crème.

Give two options for appointments that are as close to this phone call as possible. MORNING and AFTERNOON time slot. In the script, I say "which of those times works for you?" Now she's only picking from those two times. Unconsciously she may be thinking those are her only chances to get her pain taken care of.

**FINALLY**, tell your new prospective patient to ask for you when they arrive. In their mind, you're buddies now. This also builds upon the trust that you want to build between a patient and your practice.

**Study it, memorize it, practice it, worship it. Whatever works!**

**I recommend practicing with someone using this as a general outline and throw some improvisations in. You want to be comfortable and confident that you can help the patient because you will be able to book more patients than ever. Use this call on Every. Single. Inquiry. And use it with a smile.**

**If you have any questions then you can set up a chat with your account manager who can help you out. We're on this patient voyage together.**



## VOICEMAIL SCRIPTS

### FIRST CALL VOICEMAIL (hasn't scheduled)

*"Hi [first name] this is [your name] with [company name on FB]. I wanted to take just a quick second to reach out to you regarding your information I received from our Facebook ad for the free [condition] consultation. The purpose of my call was to thank you for calling and introduce myself. I'm excited for the opportunity to speak to you. Please call me back at [number], and again my name is [your name]. I have a few details I want to share with you and wanted to answer any questions you may have. Thanks again and look forward to hearing from you soon."*

### SECOND CALL VOICEMAIL (hasn't scheduled)

*"Hi [first name] it's [your name] with [company name on FB]. I wasn't sure if you received my previous voicemail. I was calling you to schedule that very important free consultation you requested the other day on FB - I do have a few more appointment times open this week and I wanted to find a convenient time for you. Please call me back at [number] to schedule your free consultation. Again my name is [your name] and I really look forward to speaking with you."*

### FIRST CALL VOICEMAIL (has scheduled)

*"Hi [first name] it's [your name] with [company name on FB] and I just saw your appointment request come through for the Free [condition] consultation for this [day] at [time] and I was just calling to get that confirmed for you - I wanted to take a moment to cover a few things. I thought it would be helpful to let you know what to expect from the consultation and why it's so important in helping you achieve a life without [current condition] Again this is [your name] from [company name on FB]. Please return my call at [number]. Thank you"*

### SECOND CALL VOICEMAIL (has scheduled)

*"Hi [first name] it's [your name] with [company name on FB] - I was calling to confirm your Free [condition] consultation this [day] at [time]. I had left you a voicemail going over some of the details regarding your scheduled free consultation. It's important that I speak to you to confirm the date and time you requested. I have a few short details to cover and wanted to be sure that you knew what to expect. Please return my call to confirm. [number]" Thank you and can't wait to hear from you!"*

# 7 STEPS TO A GREAT CONSULTATION

## CHEATSHEET

### 1. STEP ONE: State the Agenda of the Appointment

*“To start off your appointment, I am going to ask you some questions to learn more about your Condition. From there, we will talk about whether it makes sense to do an exam and talk about our treatment options that may help. Does that sound good to you?”*

### 2. STEP TWO: Figure Out Why They Are There

*“What made you decide to reach out to us?”*

### 3. STEP THREE: Understand Their Current Situation

There are some questions to ask the patient to find out more about their current situation:

- *What pain are they currently dealing with?*
- *What are they doing to handle the pain?*
- *What is the extent of their condition?*
- *What does their life look like because of the pain? Is it holding them back?*

### 4. STEP FOUR: Figure Out What They Have Tried in the Past

Here are questions to ask to find out more about the patient's history:

- *What other treatments have they tried?*
- *How did those treatments work for them for their lifestyle?*
- *Was it simple for them?*
- *How long were they using these various treatments?*
- *Did they find any relief from them?*

Expect them to vent about their past failed treatments they've tried.

## 5. STEP FIVE: Figure Out Their Desired Situation

*"What kind of results are you hoping for?"*

We know they want to be pain free... but WHY? For playing with grandkids?  
For golf?

## 6. STEP SIX: Figure Out Their Motivation to Change

The question you want them to subconsciously think about is *"what will their life be like if they don't make any changes?"*

They need to realize that their current situation is holding them back and that your treatments are the answer they've been looking for.

## 7. STEP SEVEN: Acknowledge Their Pain → Transition to the Next Step

*"I appreciate you sharing so much with me. I think you're a perfect fit for our programs and we can absolutely help you out... We specialize in helping individuals who have osteoarthritis of the knee avoid knee surgery and get out of pain by using several different treatment modalities depending on the individual. Here are the next steps to learn more and make sure we can recommend the best treatment for you. We will want to get you scheduled soon for an examination so Stacy at the front desk can help you out with that."*

