

# CONVERTING CONSUMERS INTO PATIENTS

**Access Hearing**  
—DISCOUNT PROGRAM—

Powered by **FUEL**  
MEDICAL

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## NAVIGATE PATIENT INQUIRIES:

The patient care specialist is the initial point of contact when it comes to building patient relationships and are instrumental in managing patient flow. By effectively guiding the conversation with the patient, the specialist will have the greatest influence and the best opportunity to book new appointments.



*Why are we running a discount program?*

**Describe the purpose of the program:**

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*What is the essence of the program?*

**List the key components of the highlights:**

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# THE DETAILS

What if...

What if the patient wants to know more?

What if the patient has already bought their hearing aids but now wants to be a part of the discount program?

What if the patient asks about insurance?

What if...

*What additional "what if's" are there?*

List out more "what if" questions you may have when discussing the program with a patient:

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# MEASURES OF SUCCESS



*Objective:*

- Identify and capture opportunity
- Prioritize and schedule opportunity
- Leverage opportunity by confirming the companion

*Tactic:*

**You only need to have basic information to be able to answer any question!**

*Strategy:*

- Build trust and rapport quickly
- Promote the practice
- Meet the patient's expectations

*NOTES (discuss measures of success with your team):*

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# LEAP TO THE PATIENT'S ASSISTANCE



Anyone can be nice to customers. There is almost no skill involved in that!

What separates the professionals from the amateurs is the ability to manage difficult customers.

Regardless of whether the anger or frustration is justified or not, it's our job to take the opportunity to turn a bad situation into a good one.

**Listen:**

Jumping in with a solution before your patient has had time to vent makes him feel you have not listened and fully understand the problem.

**Empathize:**

Empathy does not mean you agree with the customer's feelings or behavior but that you appreciate or respect them.

**Agree on a Solution:**

70% of complaining customers will do business with you again if you deal with the problem and offer a solution.

**Proactively Engage:**

Take ownership of the problem, even if it's not your fault. To the patient you are the practice.

*How can I LEAP to the Patient's Assistance?*

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# LEAP TO THE PATIENT'S ASSISTANCE

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## LISTEN

Sometimes what the patient really wants is for someone to hear them out and see their point of view. We can always give them that.

Hear them out—jumping in with a solution or counterargument before the patient has finished complaining makes him or her feel you have not listened or don't fully understand the problem.

Avoid the tendency to think of your rebuttal while the Patient is speaking.

Don't pass the blame or make excuses either. You embody the practice in the patient's mind.

Practice "sorting"—isolate the problem by ignoring sarcasm, exaggerations and personal attacks.

Paraphrase what you heard and recap. Ask the patient if you missed anything.

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## AGREE ON A SOLUTION

Some patients may have more than one complaint – some valid, others not. Recognize what you could have done better.

Thank the patient for bringing the problem to your attention; for giving you the opportunity to make good on a mistake. Thank the patient for giving you valuable insight into better serving all patients in the future.

Look for common ground and work toward a solution together. Discuss a range of solutions, including what the patient thinks is a reasonable solution.

Propose a solution and get their support.

Speak to what you can do, versus what you can't do.

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## EMPATHIZE

Empathy does not necessarily mean you agree with the patient's feelings or behavior, but that you understand them.

People can tell if you are trying to understand or just pretending to understand.

Empathy begins with self-awareness and self-control, understanding your own emotions and reactions and managing them appropriately toward resolution.

Remain calm. Don't take the complaint personally. If you did nothing wrong, the patient has no reason to be upset with you personally.

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## PROACTIVELY ENGAGE

Take ownership of the problem, even if it's not your fault. To the patient you are the company.

Be the patient's advocate.

Often, a negative experience that a patient has with your practice can be salvaged and turned into an opportunity to win them over for life.

Share the issue as an opportunity to make improvements.

Take charge. Take responsibility and initiative to do whatever you can to solve the problem as quickly as possible.

Follow up. The patient's primary expectation is that you will do what you say you are going to do.

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## Have Questions?

Please reach out to:  
*[info@fuelmedical.com](mailto:info@fuelmedical.com)*  
for more information!

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