PRACTICE ACCELERATION

RAPID PRACTICE GROWTH

VIRTUAL SUMMIT

MAY 14 - 15

Your business success is determined by your patient conversion and retention system.





Multi Point Touch Profit System

On average people need 14 marketing touch points before making a buying decision...and...

It’s increasing.

The same principles now apply to giving advice and having it followed

You need multiple touch points for your patients to follow your advice

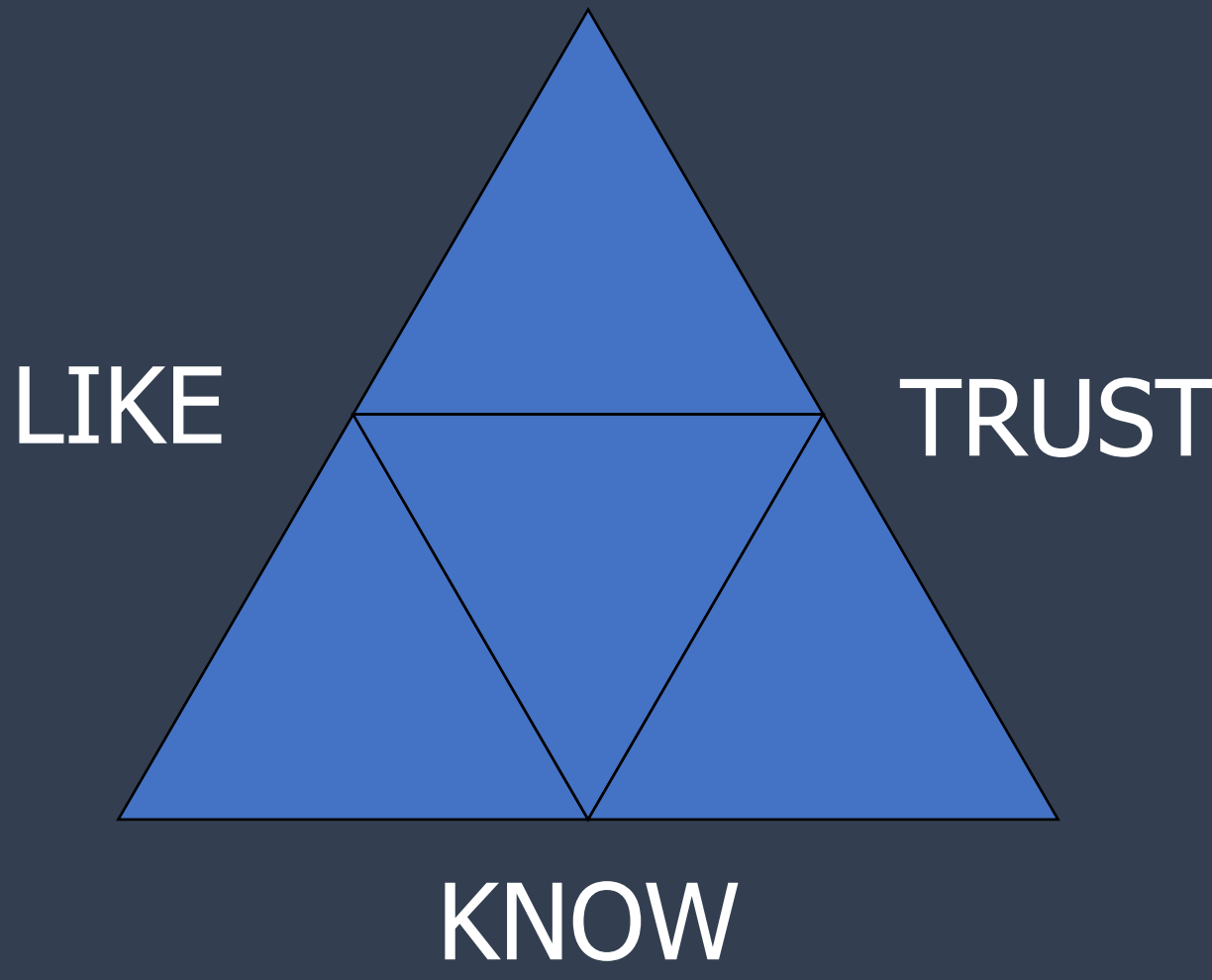
The importance of multiple touch points in your initial patient journey

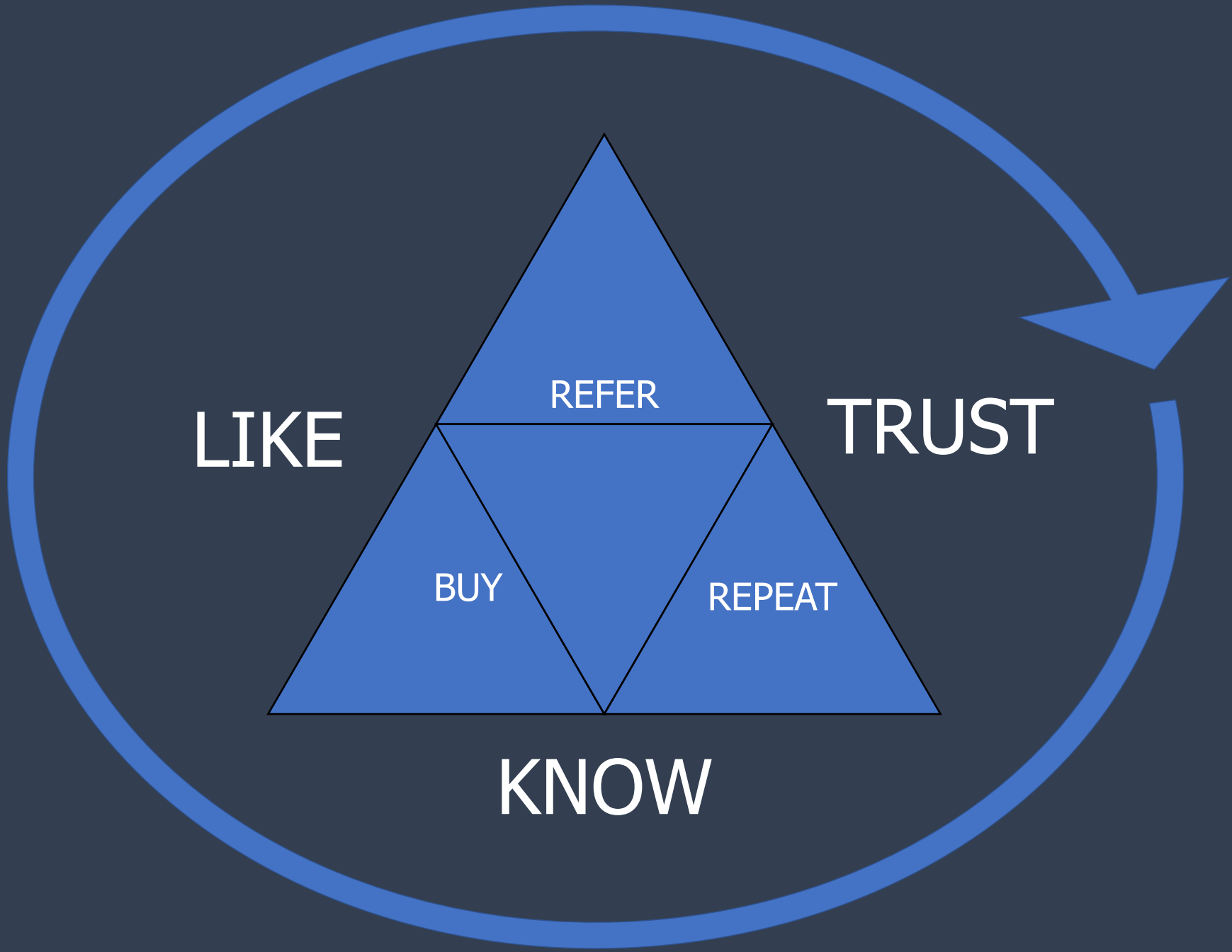
The problem



The opportunity




LIKE
TRUST
KNOW


LIKE
REFER
TRUST
BUY
REPEAT
KNOW

Multiple touch points are the missing piece



Increase connection

Increase trust

Increase commitment

Demonstrate genuine interest

Think about this



Buyer’s remorse



Symptoms improve temporarily



Symptoms worsen



No change in symptom



People are reactive



If you don’t separate yourself from the crowd

Then you’re a commodity



Patients will choose the cheapest option



Multiple touch points separate you from the crowd



Increase follow through and case adherence


And grow your business

Why do you need a multiple touch point system?

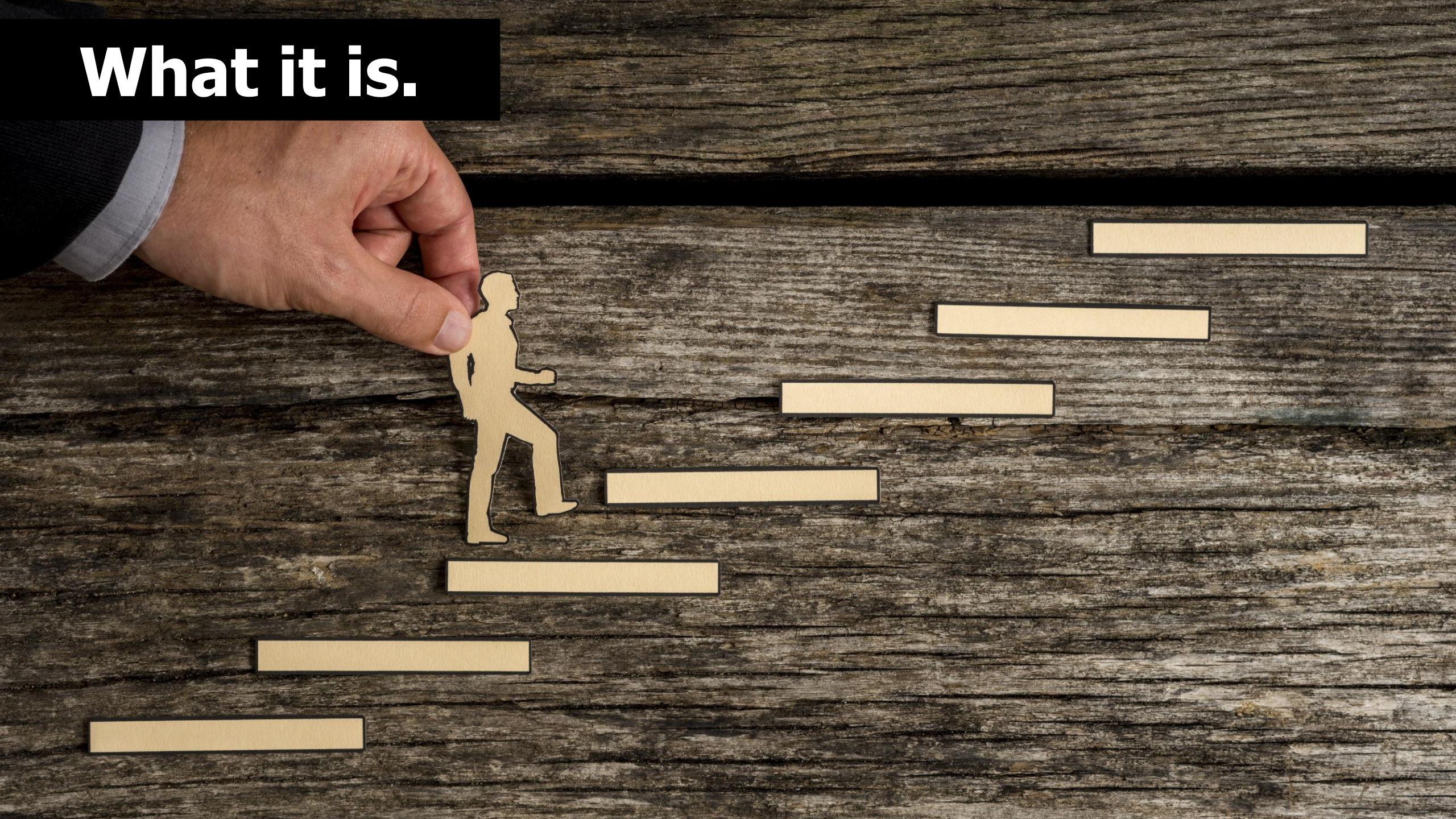


Creating multiple touch points



You need to over-deliver on value

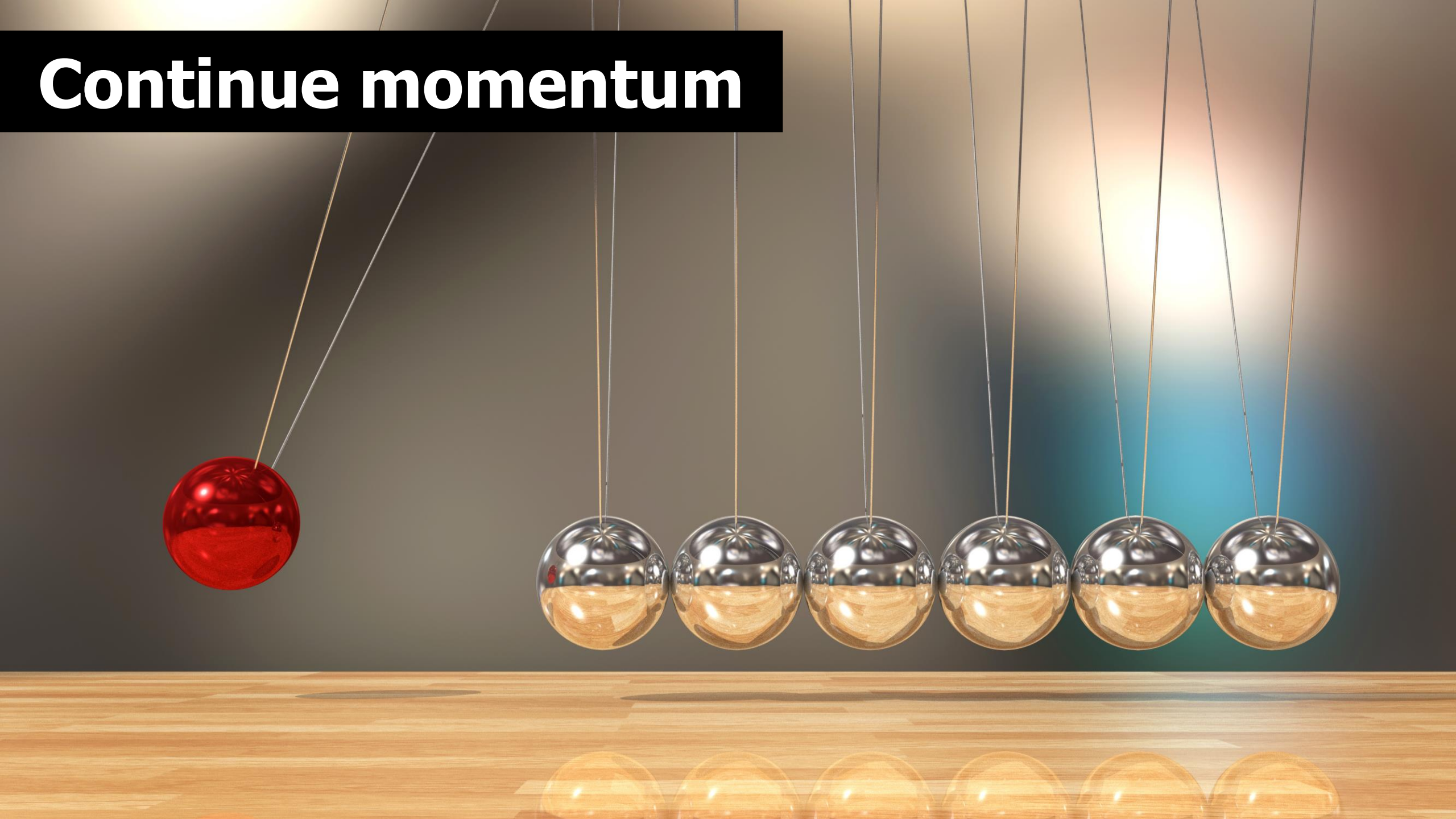
What it is.



Strengthen the connection



Continue momentum



#1. Timing is everything



Key milestones for touch points



On the day of your appt




#2. Speed matters

#3. Capture attention



#4. Utilise mobile



#5. Multi channel



Stand out from the crowd



So how do we do it?



Voxer



The script



- THE WELCOME VOICE MESSAGE -

To create excitement for your patients you need to follow up, demonstrate that you care, and stand out compared to everyone else.

The welcome voice message ticks all these boxes but is different to the traditional phone call, because you don't actually call anyone.

Traditional phone calls are getting answered at record low levels. A study by the telecommunications giant AT&T in 2017 revealed that 94% of phone calls go unanswered. And the majority of those outbound calls were made to people who were considered to be friends and family.

The human voice is still important, your patients still want to hear your voice, just not in the way that you would traditionally go about it.

Sending a voice message via text is powerful because (1) your patient benefits from being able to listen to your important message (2) they can listen to it in their own time rather than having to answer your call and (3) they get to push a button on text to receive it.

Statistically over 90% of text messages are opened within 10 seconds of being received.

Send your welcome message to your new patient on the day of or the day following their initial consult to create excitement and engagement for your patients.

THE SCRIPT:

Hey name, it's name from XYZ clinic here with a really quick but important message for you.

Firstly, it was great to meet you today and I look forward to helping you with your (what you're helping them with).

Before our next session, here are some tips for you (list off up to 10-20 seconds of tips).

And if you have any questions that I can help you with me, please contact us on (best way to contact you).

Ok name, I'm looking forward to helping you and I'll see you at your appt on (day and time of appt)

Have a great day!


The text message

Hi Name, it’s Name here from Name of Practice.

I’ve recorded an important message for you after today’s appointment. Click below and listen to it.

Name

Link

Bonus



Important...



The video



Loom.com



Hot tips



Show up



Look the part



Tone



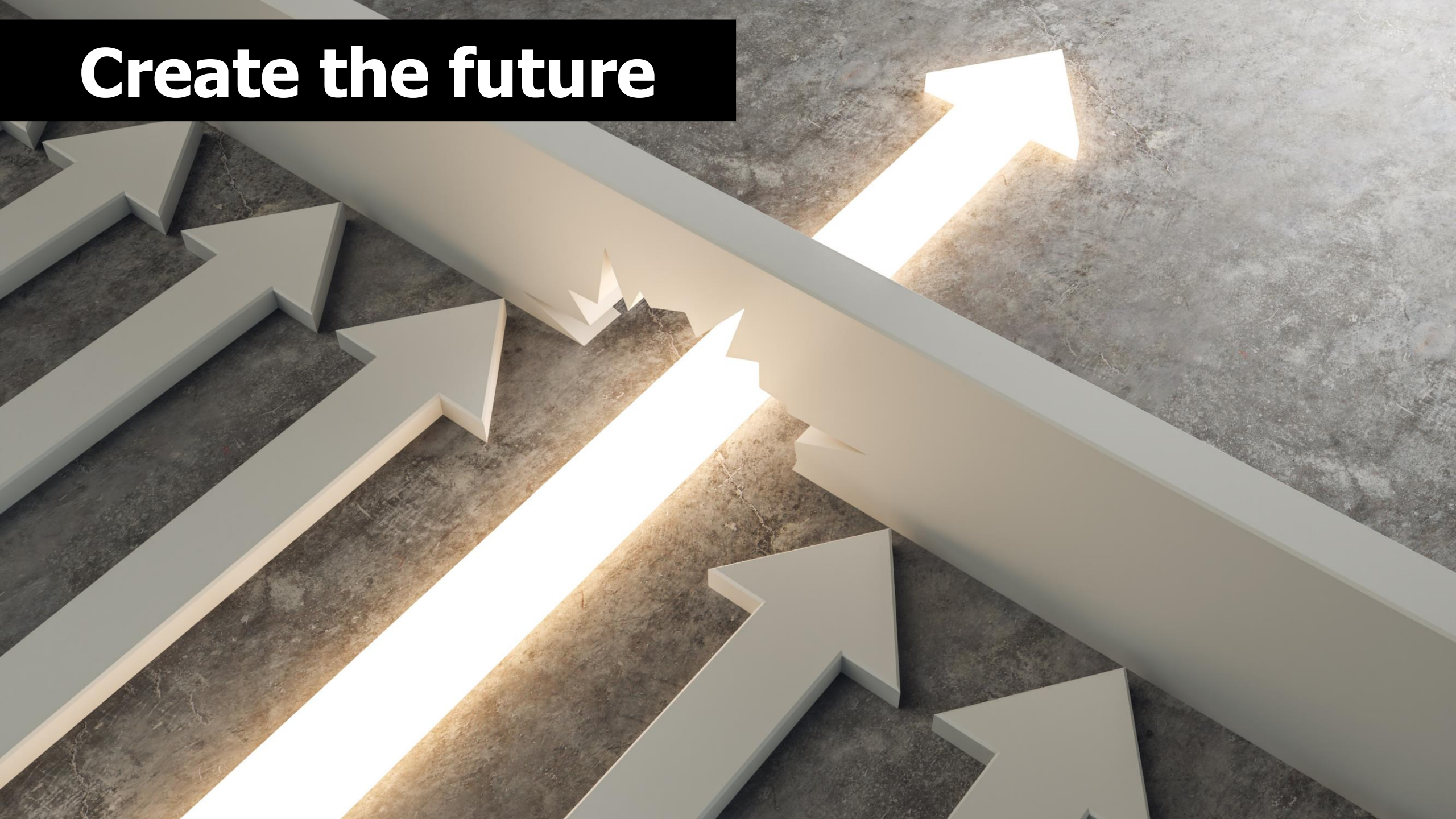
Be interested



Overcome objections



Create the future



Who would like a script?



Worksheet

- Initial appointment follow up video -

Use this template to create your video script to create an amazing follow up process for your new patients.

Intro

Hi name,

It's name here from XYZ clinic.

This is a quick but important video about your (insert problem/solution), so please watch it to the end.

Agenda

I'm going to share some important information about (insert what you'll cover e.g what to expect after today's appt, what you need to do before your next appt, and I'm going to share a resource with you to help with your treatment)

Content

Firstly, it was great to meet you today and I look forward to helping you with your XYZ treatment.

I just wanted to take a moment to over deliver for you because at XYZ clinic, everything we do is for YOU, our valued patient.

So that I can best help you, I've got some quick tips/resources for you.

Before our next session, please make sure that you (insert advice).

To make it easier for you, here's a resource I have that I believe is valuable (pull it up on the screen and show them). You can check that out by going to (insert link).

Pre-objection handle

Prior to your next appt, you may notice that (insert what they may notice).

This is totally normal, I just wanted to remind you of that.

Future pace

In your next appt I am going to (insert what treatment will cover) so that we can get you moving towards (goal).

I will also go over your treatment recommendations so that we can discuss those in detail together and help you get the best possible result.

Express gratitude

I also wanted to take this opportunity to say thank you for choosing to work with us as XYZ clinic.

It means a lot to me and the whole team.

We are obsessed with (Insert profession name) and we look forward to helping you.

If you need anything between now and your next appt on (day, date and time) please contact me on (provide contact details).

Thank you for taking the time to watch this.

I'll see you soon.

Bye for now.

Let’s do this

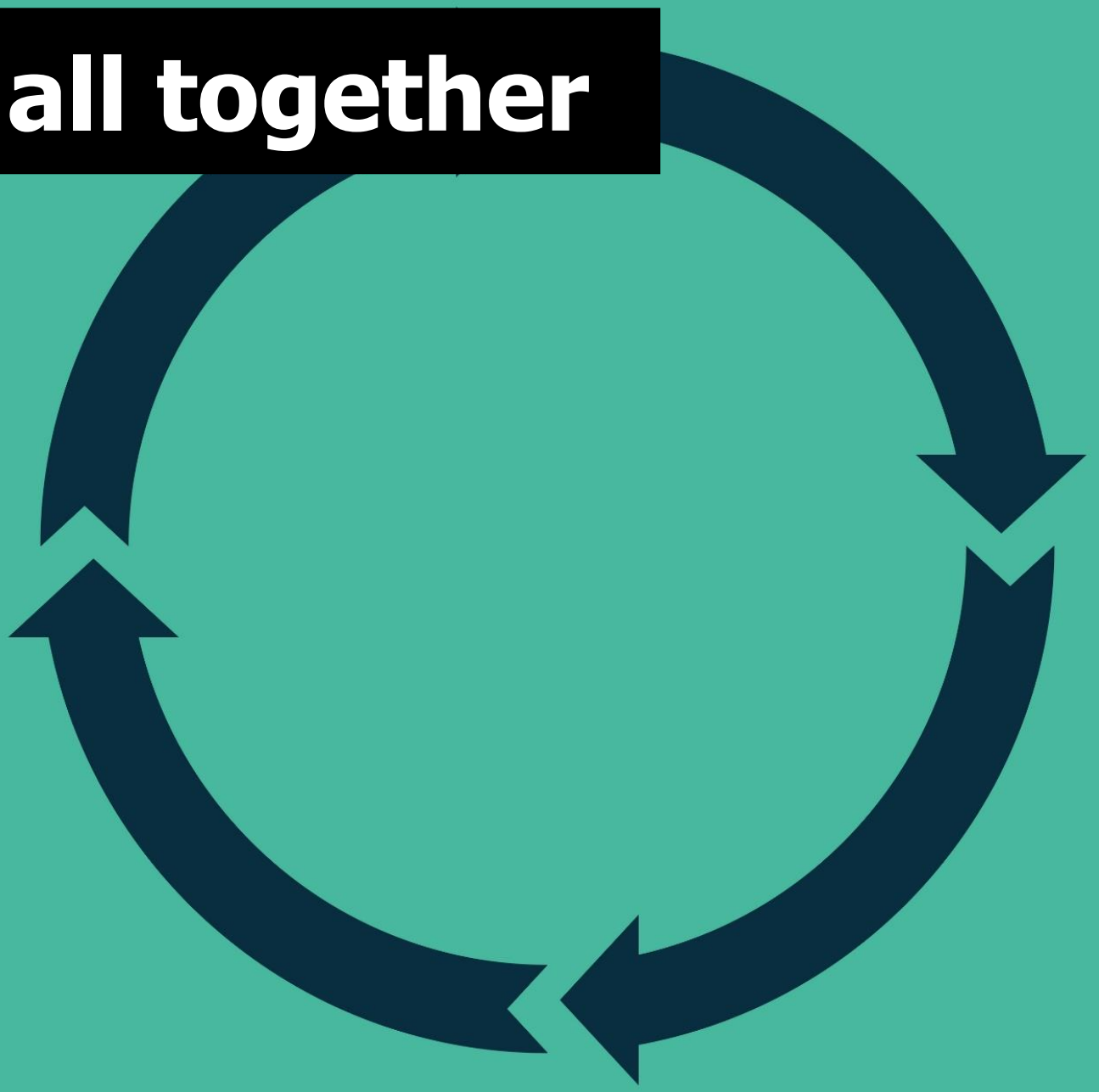



What difference could this make for you?

But wait...



Pulling it all together



Getting started



Assess



Decide on your multi touch point system



Test



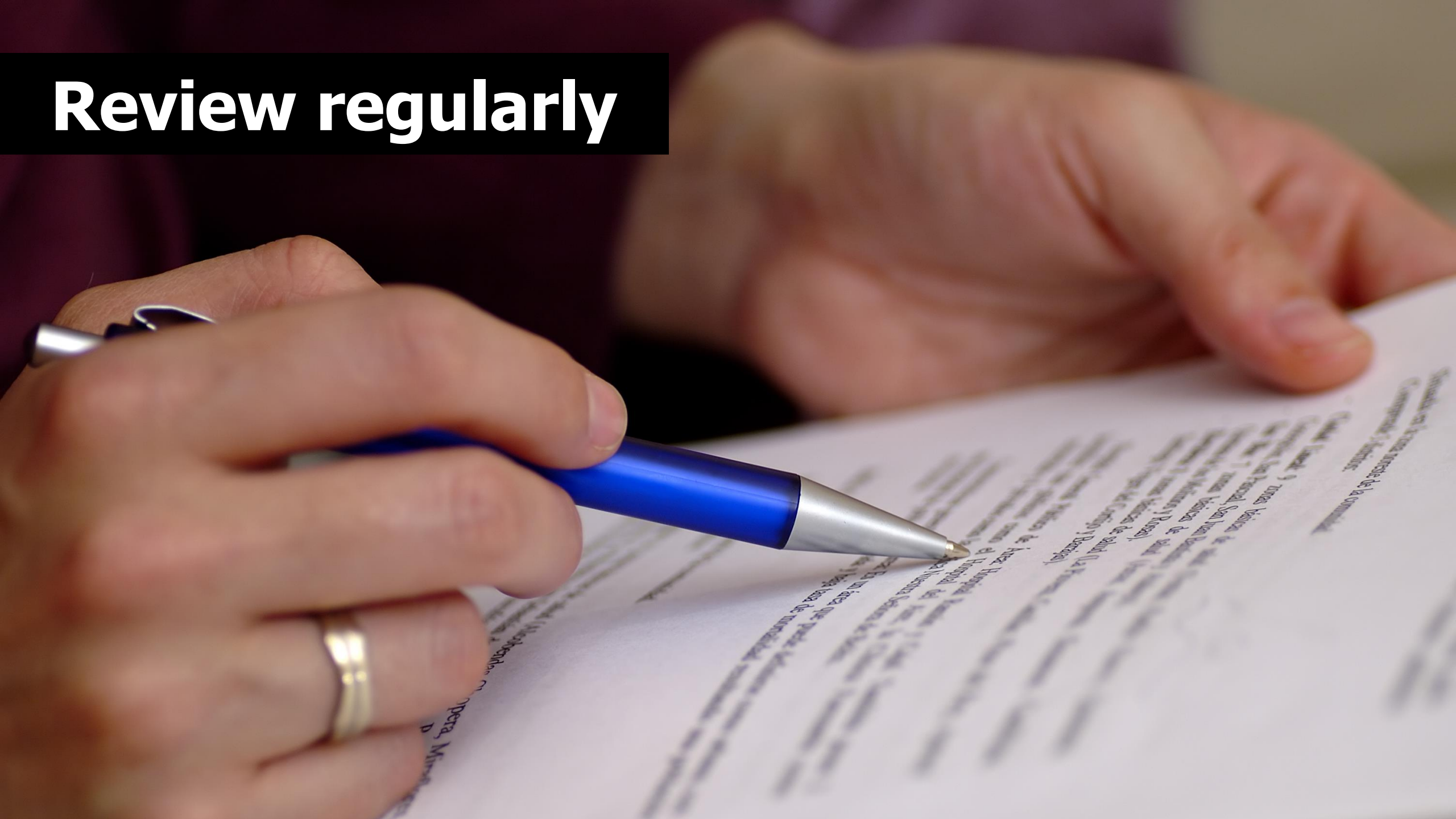
Measure



Systemise



Review regularly



Tweak

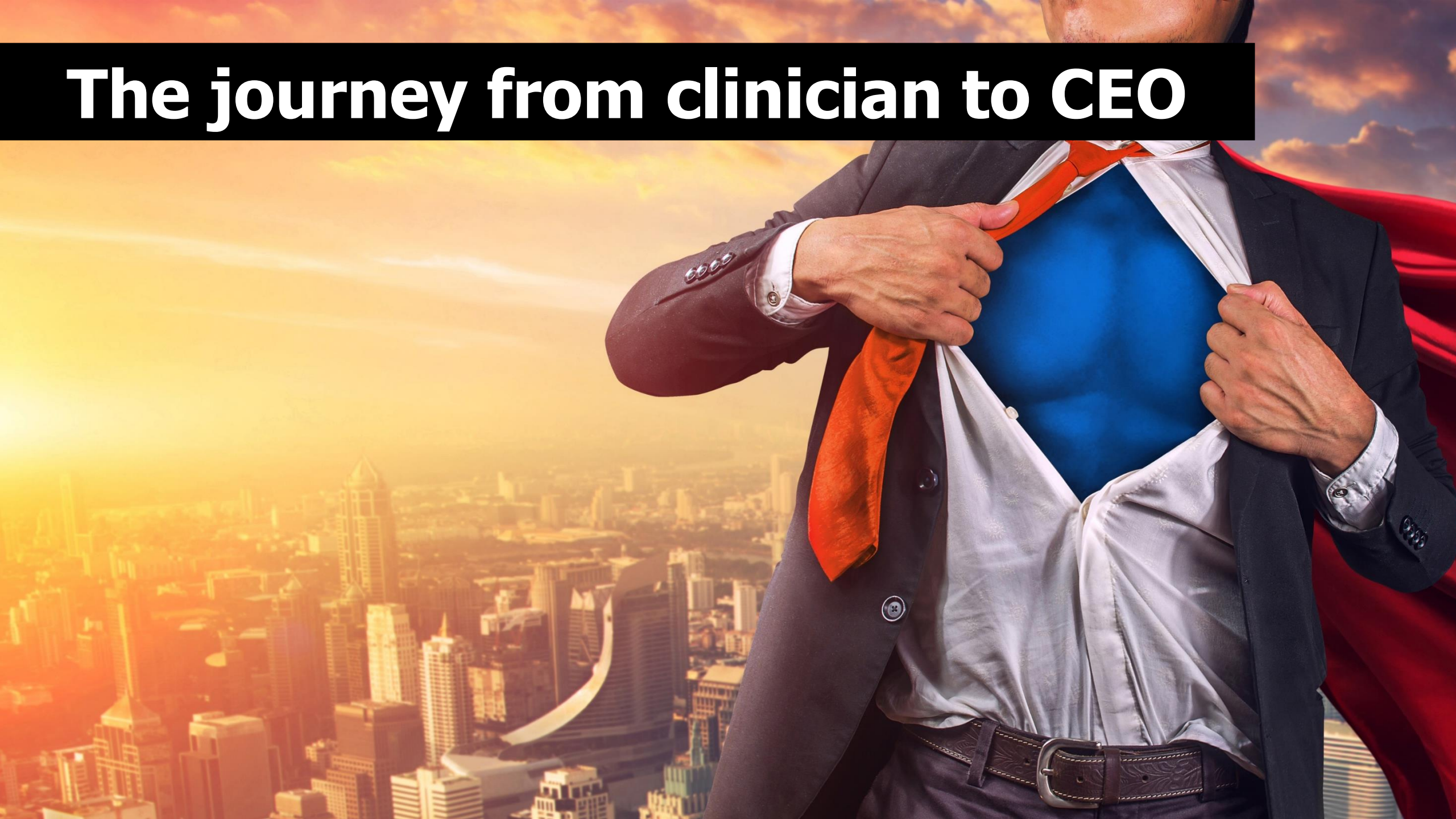


Challenge




Transformation over information

The journey from clinician to CEO



Next.. Performance Management Conversations

