



Getting the Ones that Got Away: Converting Lost Patients

CareCredit



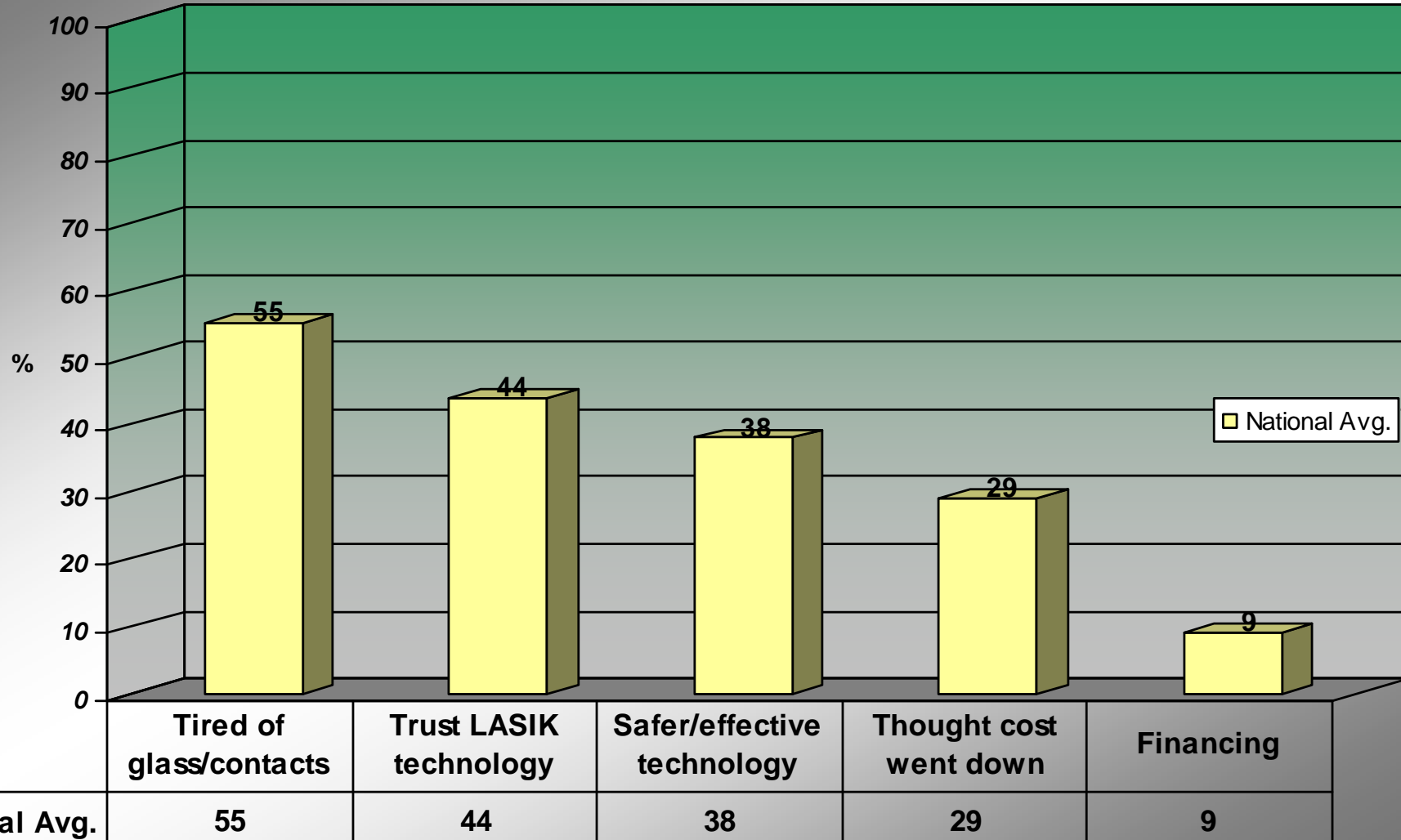
Converting Lost Patients

CareCredit and Medical Consulting Group surveyed more than **3500** people who chose NOT to have LASIK after their refractive consultation.

CareCredit

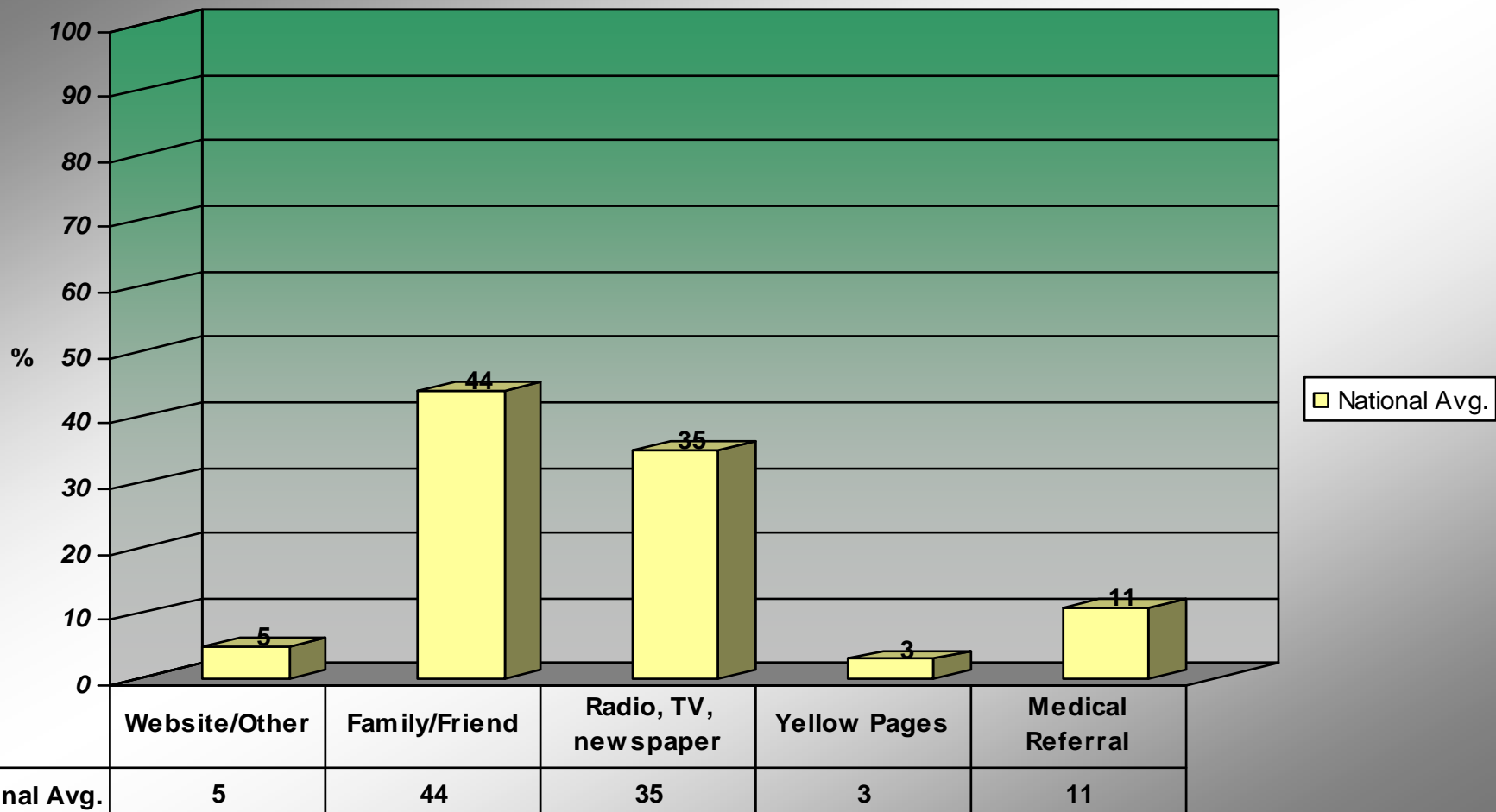


Why Did Prospects Consider LASIK?



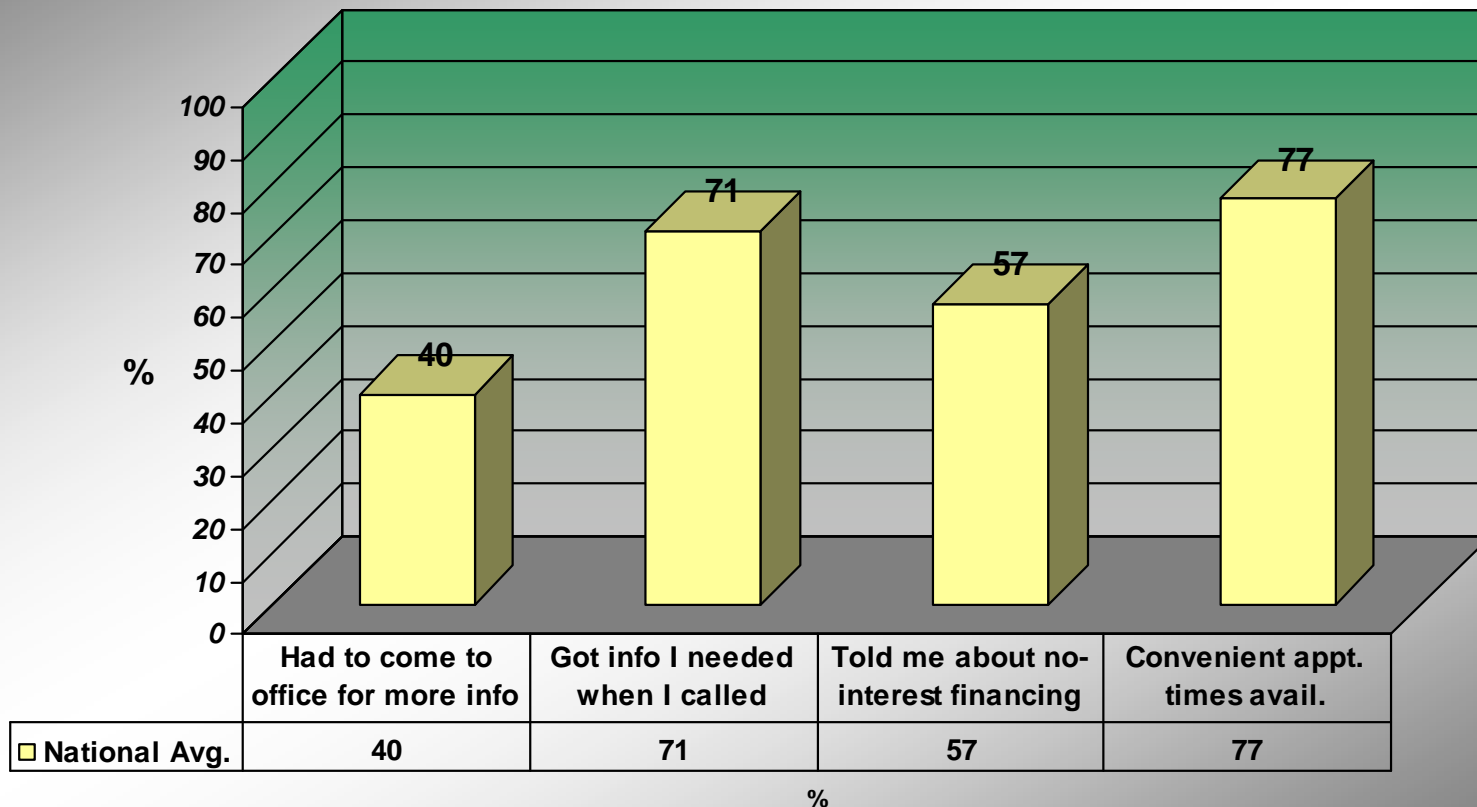


Referral Sources



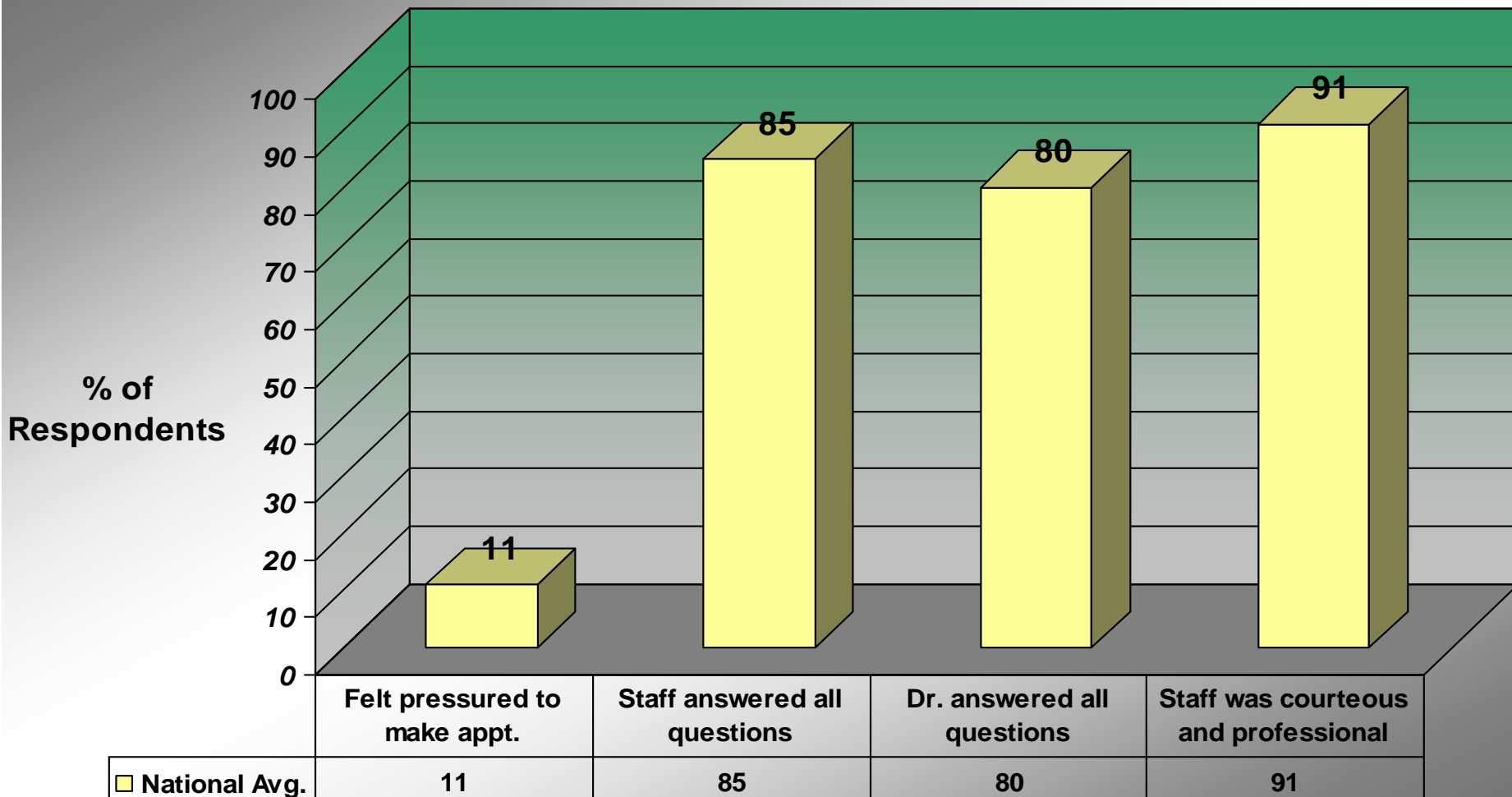


First Impressions





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Staff was courteous and professional

- Your practice's front desk personnel as well as other staff members are important in developing a positive first impression with patients. Are they friendly, informative, and professional?

Doctor answered all my questions

- A positive experience with an unfamiliar physician can motivate a prospect to develop a relationship with the doctor. Most patients attach a high value to talking to the physician and learning about the services of the practice. Do practice doctors take the time to listen and answer questions, or are they hurried and dismissive?

Staff answered all my questions

- Practice technicians and counselors should be skilled in delivering and discussing educational information and materials, in person and on the phone, and should be able to answer a prospect's questions about procedures and fees. Do you provide educational materials for prospects? Are your counselors up-to-date on current technology, procedures, and can they answer objections effectively?



First Impressions

Felt pressured to make an appointment

- If there is no scheduling plan in place, you may need to be more aggressive in scheduling procedures.

Convenient appointment times were available

- Patients with very busy schedules are likely to value convenient appointment times. What can you do to accommodate them?

I was made aware of no-interest financing

- Consider making financing a core educational goal during your consultations to convert more prospects.
- Do patients know about financing options, like the ones provided by CareCredit, that can help patients say “yes” to LASIK who may not be able to afford the procedure otherwise?

Got the information I needed when I called

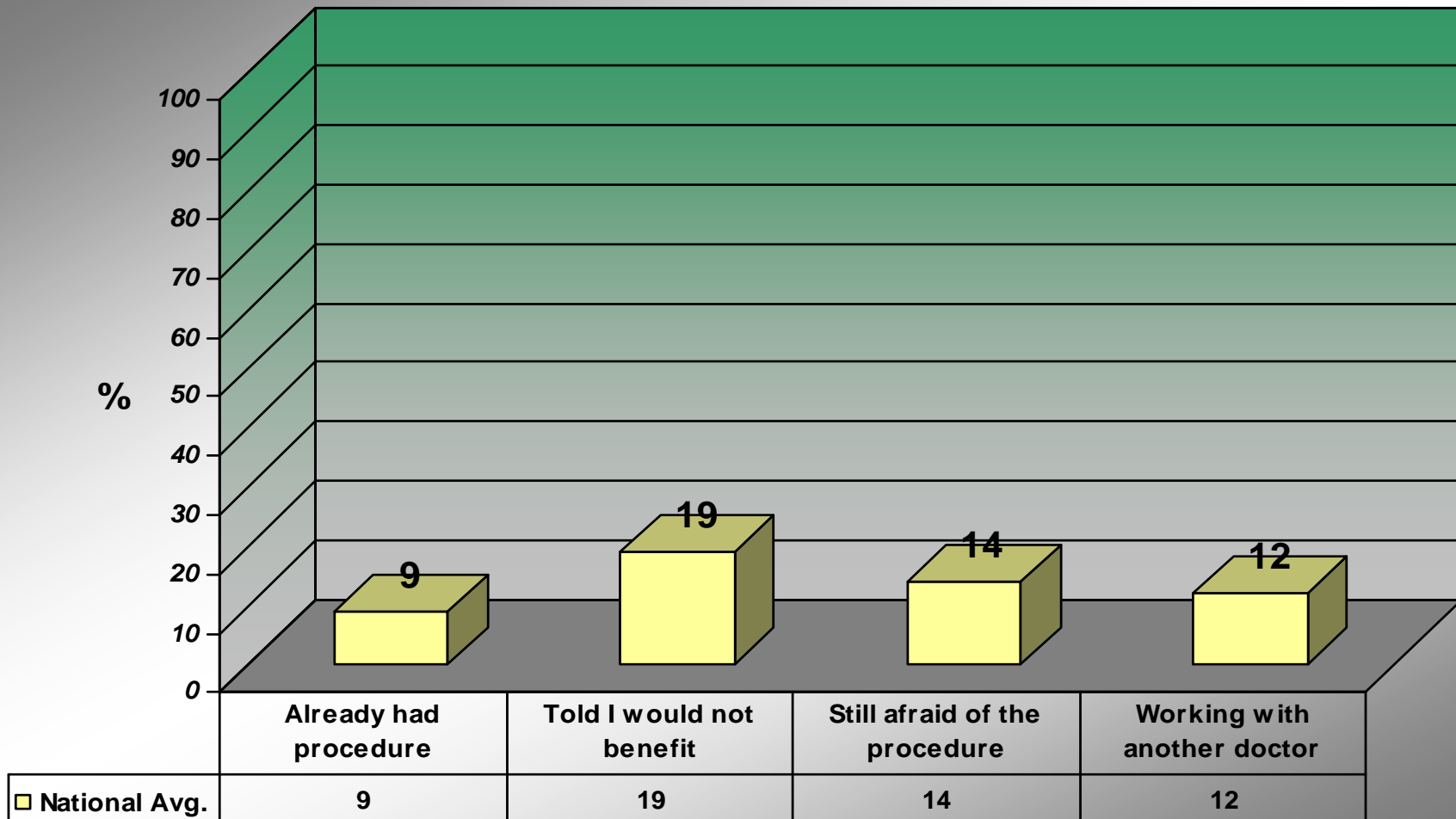
- Does your staff have the tools and education to effectively and consistently convert prospects into consultations?

Had to come into the office for more information

- Thoroughly educating prospective patients about LASIK demonstrates that your practice is dedicated to providing the best and most useful information so prospects can make an informed decision.

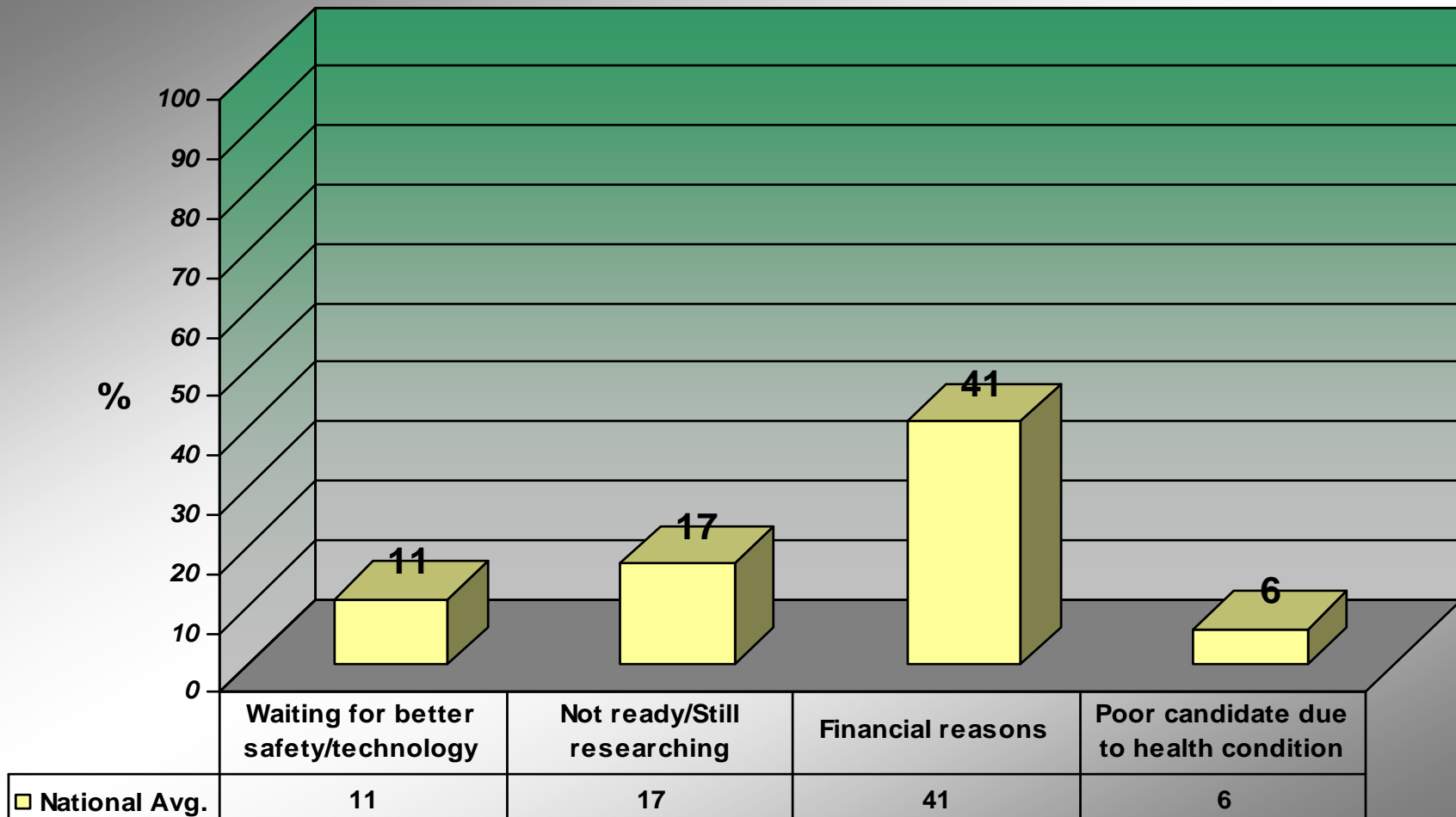


Why Prospects Chose NOT to Have LASIK





Why Prospects Chose NOT to Have LASIK





Answering Objections

“I can’t because of financial reasons.”

- Does your practice educate prospects about affordable financing plans, like the ones available from CareCredit? If your practice implemented flexible payment plans, conversion rates could substantially increase.

“I’m still researching.”

- This objection can be answered with thoroughly educated staff and counselors and top-notch educational materials. High conversion rates demand that every objection is answered before the prospect walks out the door.



Answering Objections

“I’m afraid of the procedure.”

Educated counselors and staff are crucial for putting prospects at ease about their procedure. With all the information and misinformation about LASIK on the Internet, do you have a system for educating patients about the true risks and benefits of LASIK?

“I worked with another doctor.”

Focus on improving:

- clinical proficiency
- sensitivity to the feelings of patients
- ability to adapt to the individual patient’s needs (patient-centered vs. self-centered)
- accessibility (devoting sufficient time to consultations and is available on short notice)
- communication style (providing information and explanations appropriate to a patient’s needs)
- honesty and candor
- disinterest in money (not motivated by money)



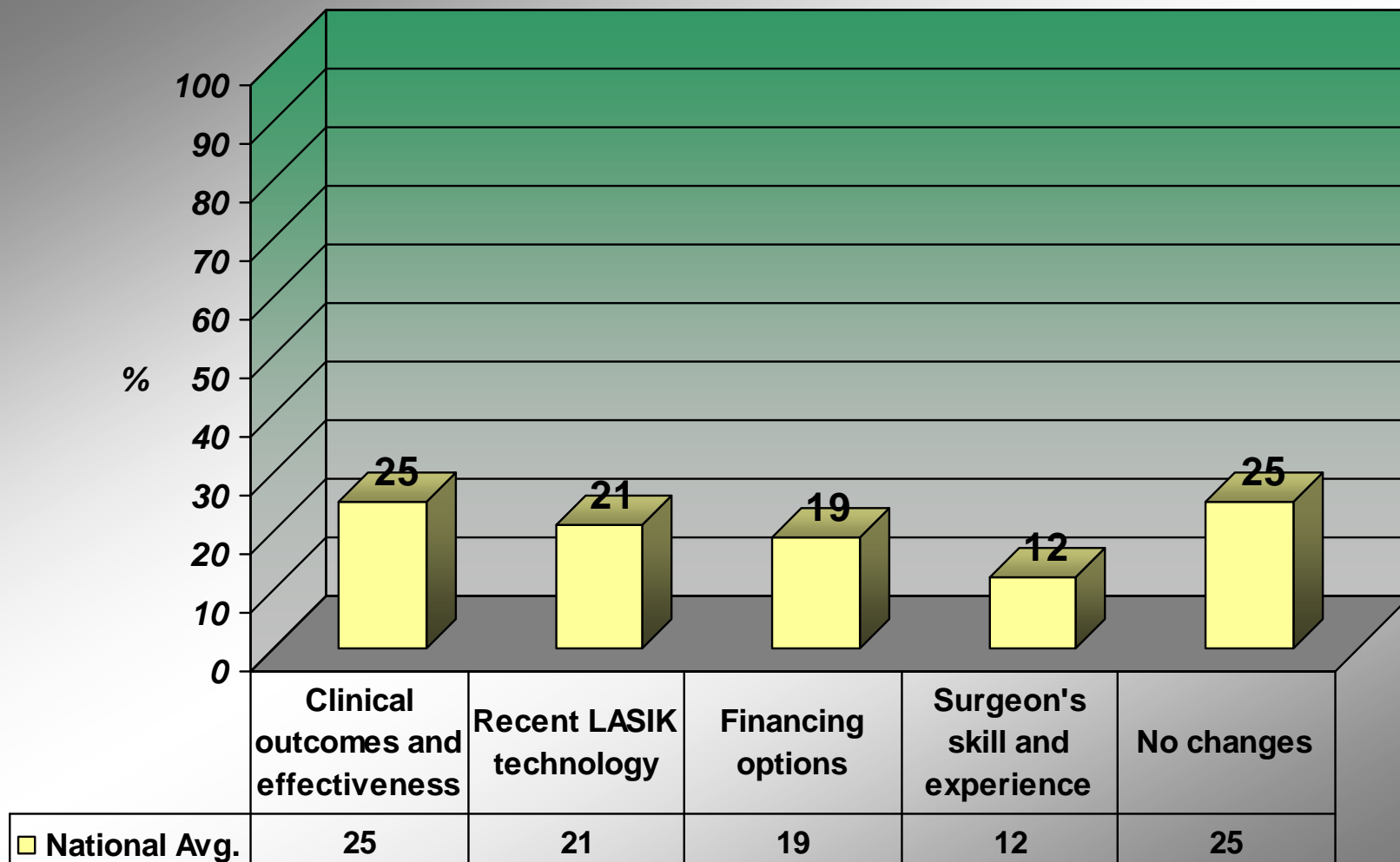
Answering Objections

“I was told I would not benefit from the procedure.”

- Educated counselors and staff are crucial for putting prospects at ease about their procedure and/or helping screen those who are not eligible for LASIK. Consider re-evaluating your screening criteria or offering alternative procedures to capture more revenue.

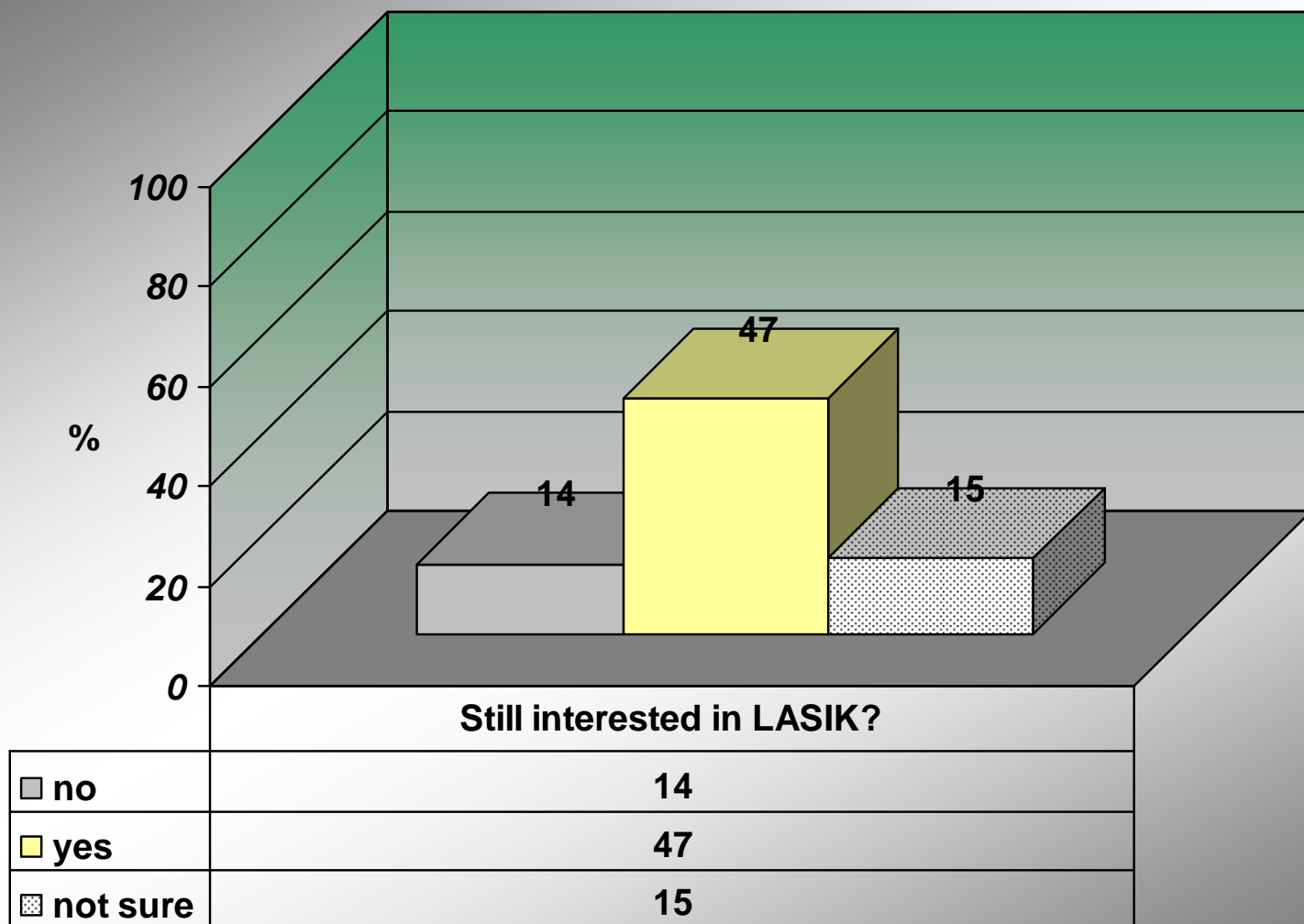


Prospects Want More Information About...





Are Prospects Still Interested in LASIK?





Patient-Centered Practice Checklist

- **Patient-centered values. Do you:**
 - address quality-of-life issues
 - allow patients to be involved in decision-making
 - treat patients with dignity and respect
- **Information, communication and education: Do you:**
 - educate patients about their vision conditions
 - explain treatment options and answer all questions
 - provide patients with realistic expectations about outcomes
 - provide educational materials (DVDs, brochures, newsletters, etc.)
 - address pain (discomfort) management issues
- **Physical comfort: Do you:**
 - provide clean and comfortable surroundings
 - offer complimentary amenities such as a coffee bar, reading station, and comfortable furniture in the waiting room
- **Emotional support. Do you:**
 - discuss and address patient's fear and anxiety
- **Financing. Do you:**
 - discuss financing options, like the ones offered by CareCredit
 - provide printed materials patients can review
- **Transition. Do you:**
 - provide post-operative care instructions
 - discuss what to do in case of an emergency or when a patient needs after-hours care



Questions?

**Bill Rabourn, Managing Principal
Medical Consulting Group**

2808 S. Ingram Mill Rd. Building B
Springfield, MO 65804

E-Mail: bill@medcgroup.com

Phone: 417-889-2040