Fix Your Follow Up©

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MESSAGE FROM CATHERINE

We hope it's not too hot where you're at and you're having a great summer. It's a fantastic time to relax and revive; but it's also the perfect time to get ahead of the game and set yourself up for the rest of the year. Enjoy!

-Catherine

The biggest source of motivation are your own thoughts, so think BIG and motivate yourself to win.

QUICK FOLLOW UP TIP FOR YOUR PATIENT COORDINATOR

Sometimes (ok, a lot of the time) no matter what you do, the patient you're consulting with will NOT give you an answer. They want to think about it. They want to talk to their husband and so on. So what do you do?

You set yourself up for success. That means you proactively stay in control of the process and keep them engaged.

For example, let's say your consultation with the patient is on a Tuesday. Since they "Want to think about it", you respond in your friendliest tone:

> *"Of sure Kelly, let's do this. Since you need time to think, I will call you at this same time on Thursday to see where you're at. Will you be available then?"*

Is she says, *"No, I'm busy then"*, try for Friday. The point is for BOTH of you to put it on your calendars so it's a date. It will ensure you follow up and it will help the patient come to a decision.

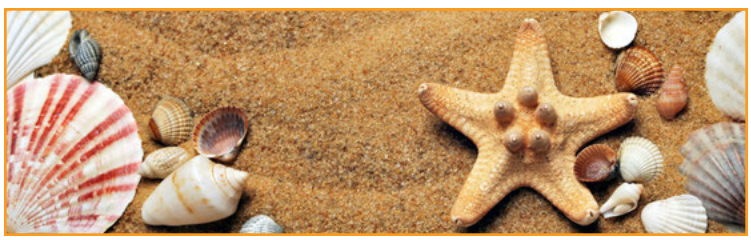
Please try this for one month and let me know how it goes.

"DOG DAYS OF SUMMER" TO DO LIST

August is a great time to catch up on those tasks that are really important to your bottom line but you don't get around to doing during the busier months of the year. Here's a quick 'TO DO' list to get you started:

- Add B/A Photos to Your Website
- Refresh/Update Patient Forms
- Reach Out to Referral Sources
- Staff Training
- Tidy Up and Throw Out "Stuff"
- Plan a Fall Event NOW (not at the last minute)
- Perfect the Patient Experience
- Plan Out Rest of Year

And don't forget to visit www.MorePatientsAcademy.com Online Learning Center to stay "razor sharp" and have your coordinator review my training videos to sharpen her skills at www.ConvertConsultations.com.



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