

ExecTech Management Consulting

To: Practice Owner

Tips and Ideas

Monday, February 2, 2015

Top Five Ways to Irritate Patients

1. YOU CAN'T

"You can't come on Wednesday."
"You can't pay for this with your insurance."
"You can't talk to the doctor."

BETTER:

"Let's see. Wednesday is kind of full. How about Friday?"
"I wish your insurance covered that procedure, but unfortunately it doesn't."
"I'm sure the doctor would love to talk to you, however, he would prefer to see you in person."

2. WE CAN'T

"We can't fix your statement."
"I can't hear you."

BETTER:

"I'll fix your statement."
"I'm sorry, there's something wrong with my phone connection today. Could you yell at me a little?"

3. I DON'T KNOW

"I don't know what to tell you."
"I don't know who can help you."
"I don't know what to do."

BETTER:

"Before I respond, let me ask a few more questions."
"I'm going to find someone who will help you."
"Can I do a little research and give you an answer tomorrow?"

4. PLEASE HOLD

"Doctorofficepleasehold (click)."
"Hang on hang on! I'll be right back."
"I have to put you on hold 'cause I'm real busy here."

BETTER:

"Doctor Smith's office. May I put you on hold please?"
"It will take me two or three minutes to get you an answer. Can you hold?"
"I really want to help you, but don't want you to wait. Would you mind if I called you back?"

5. YOU MUST

"You must wait."
"You must pay first."
"You must get your plan to okay the procedure."

BETTER:

"Would you mind waiting?"
"Your next step is to pay and then we can get started."
"We can start the procedure just as soon as we get your plan to approve it, okay?"

Mike Chatelain, Managing Partner