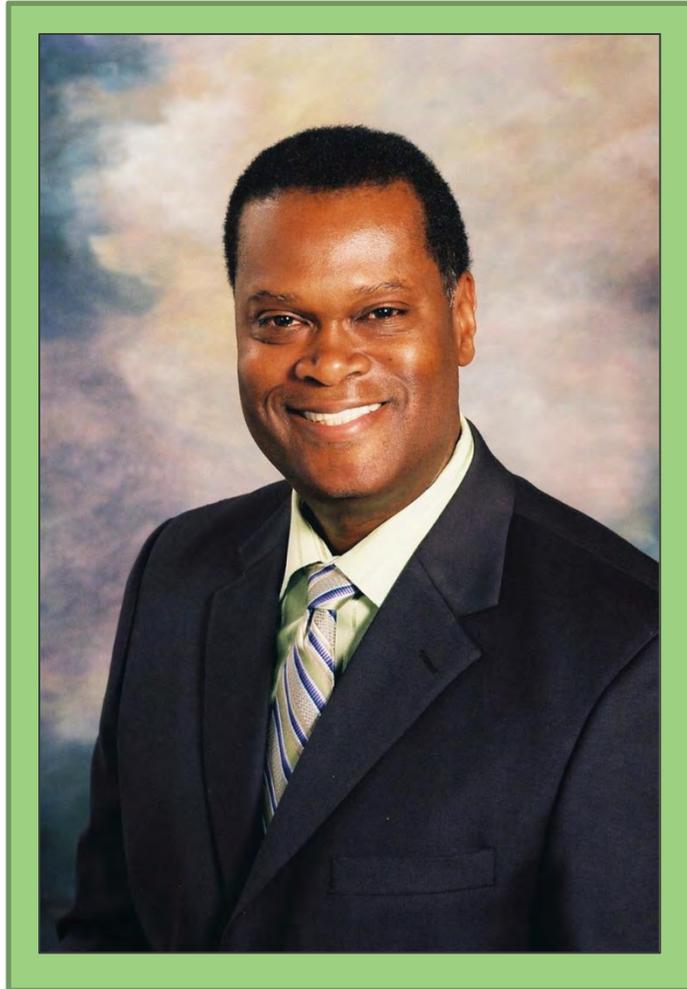


# Creating an Exceptional Patient Experience





**Randy Baldwin**  
**VP, Specialty Healthcare Markets**  
**CareCredit**



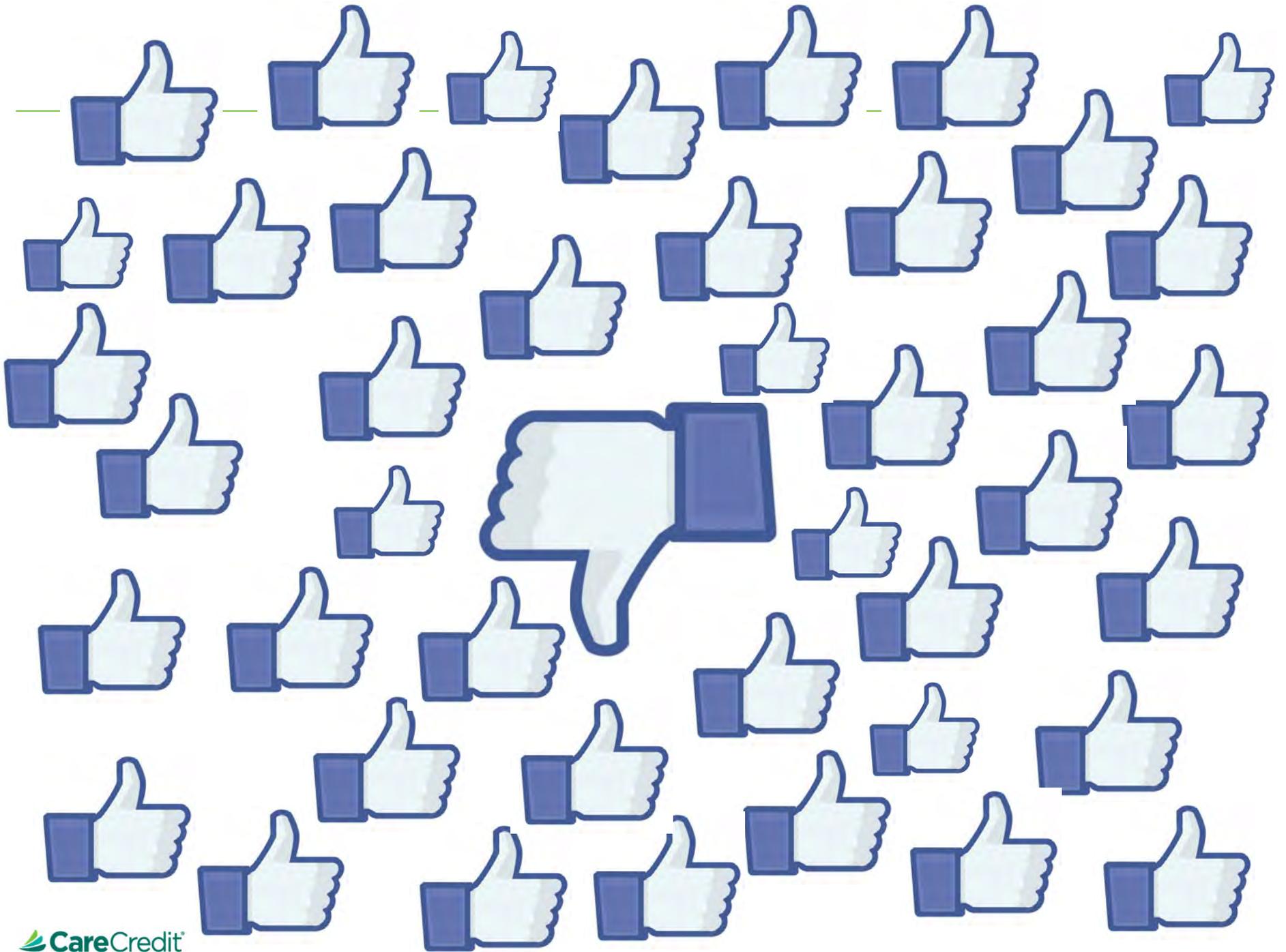


Of consumers say the top strategic priority for healthcare providers **should be** improving the patient experience<sup>1</sup>.



1. Black Book, Q2 2018 healthcare consumer study





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# Insights from the Outside



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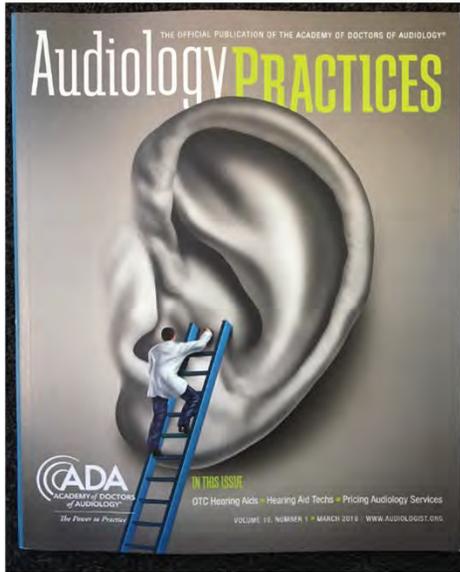
# Doctorpreneur

[dok-ter-pruh-nur]

(noun)

1. a clinician practice owner with a passion to succeed and control their own destiny.





Articles



Educational Papers



INSIGHTS FROM THE OUTSIDE

This is a diverse group from many medical specialties, including dentistry, veterinary medicine, cosmetic surgery, ophthalmology, audiology and optometry.

▶ LEARN MORE

Podcasts



**CareCredit** PROVIDER CENTER

Provider Login Get Started

# Sound Strategies for Hearing Health

**Supporting Your Practice With Free Resources and More**

Help more patients get the hearing health they want and need with these insights, ideas, resources and sound strategies developed by leading practice management consultants and hearing health professionals, for every step of the patient journey.

**Already accept CareCredit?**  
Log in to access the entire library of resources

**Insights from the Outside**  
Attract & Engage  
Enable & Convert  
Return & Refer

**Insights from the Outside**

Uniquely created by CareCredit, Insights from the Outside is a panel of practice owners from across different medical specialties including dentistry, veterinary medicine, cosmetic surgery, ophthalmology, audiology, and optometry. It shares best practices to common challenges faced by all healthcare business owners around the key topics of patient acquisition, engagement, and retention.

**Increasing Referrals from Obvious and Not-So-Obvious Sources**

This column features dentist Dr. Howard Ong and veterinarian Dr. Kathy Wentworth discussing challenges such as attracting new patients, patient retention, social media, team training and much more.

**Educational Paper**

[View](#) [Download](#)

**CareCredit Podcast**

Get practical tips on increasing referrals from a diverse group of doctorpreneurs.

**Podcast (19:39)**

[Listen](#) [Download](#)

**Engage, Educate, Empower, and Enable Patients**

Dr. Kathy Wentworth and Dr. Howard Ong discuss best practices for creating an environment that engages, educates, empowers and enables patients to get the care they need and want.

**Educational Paper**

[View](#) [Download](#)

CareCredit.com/SoundStrategies

**BEST PRACTICES: PATIENT ENGAGEMENT**

## Setting the Stage for Better Hearing Health

**BEST PRACTICES: TRAFFIC BUILDERS**

Proven Strategies to Help Attract More Patients

Best Practice Kits

### 3 Top Ways to Attract More Patients

By Kevin St. Clergy, Chief Business Development Officer, MedPH, LLC

If you're like most hearing professionals, there are days when it can feel like you're dealing with a pipeline clogged with no leads and nothing promising that exceeds costs to really work. Because many potential patients view hearing aids as a visible sign of aging, they often need convincing a hearing professional to get the care they need. Despite these challenges, there are 3 things you can do to attract more patients. Print out several ways you can convince patients to choose your practice when they are ready to purchase their hearing health.

**1. Make a Great Online Impression**

One of the most important things you can do to attract patients today is to create a strong online presence. And that starts with a great, quality, developmental website. The number one goal of any website is to be to generate a call from a customer. Your website should always have a strong call to action that motivates the customer to call. There are many ways you can do this. For example, "How Many Years Can you expect to live longer - remember to call us today for your hearing assessment to the best hearing technology!"

Another great way to motivate for hearing health is your opportunity by including expert content such as articles or videos on your website. For example, your content can focus on topics like "How to Choose the Right Hearing Aid" or "Don't Get Too Attached".

Make sure your website is optimized for search engines. Use Google and Bing web inspectors, Google Analytics, and Google+ Analytics and attempt to get your website ranking higher. To measure the effectiveness of your website, use a tool like Google Analytics to track your conversion rates and determine what percentage of visitors to your website actually result in a phone call and an appointment.

Consultant Papers

# Resonate!

Soothing Sounds of the Sea  
IQ Tip  
EAR BING  
Choosing the Right Hearing Aid  
Don't Get Too Attached

Patient Education Magazine

**GROW YOUR PRACTICE**

Cultivating greater patient acquisition, engagement, and loyalty

**CareCredit**  
Making care possible...together.

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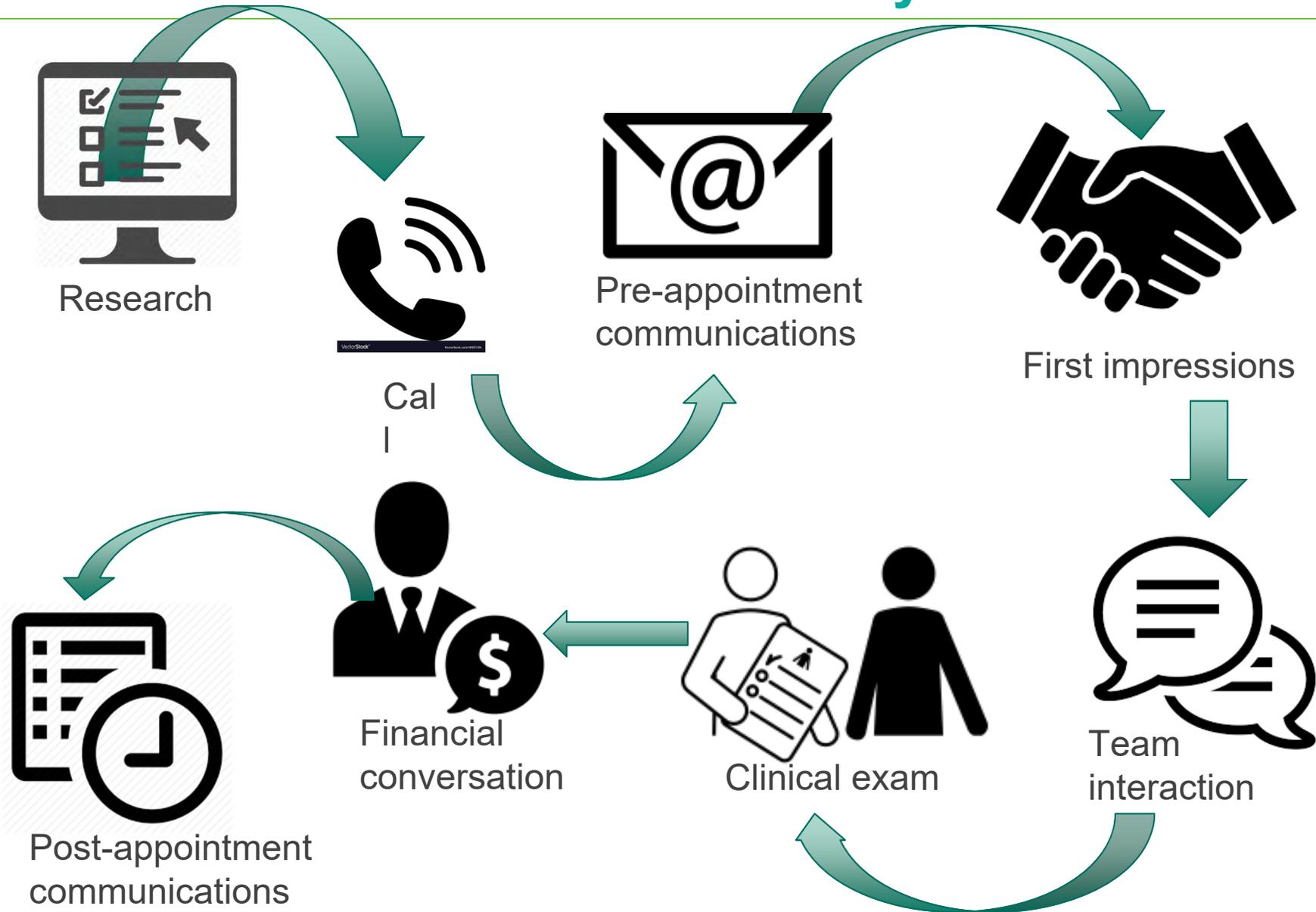
Grow Your Practice Business Guide

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# Booth #21



# The Patient Journey



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# Insights from the Outside

3 Ways to Create  
an Exceptional Patient Experience





Howard Ong, DDS, MAGD



Nola Aronson, MA, CCC-A



Kathy Wentworth, DVM



# Howard Ong, DDS, MAGD

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3 check-ins

Best dentist I have ever been to. Dr. Ong walk on water. Support and office staff are amazing. I think Dr. Ong is the best dentist in the United States.



2 check-ins

What a great experience! Dr. Ong and his staff were first rate! My examination was extremely thorough and I felt at ease the whole time. I would recommend this dentist and his staff to anyone!

# Oaxaca, Ong, Jensen Team - Seal Beach, California

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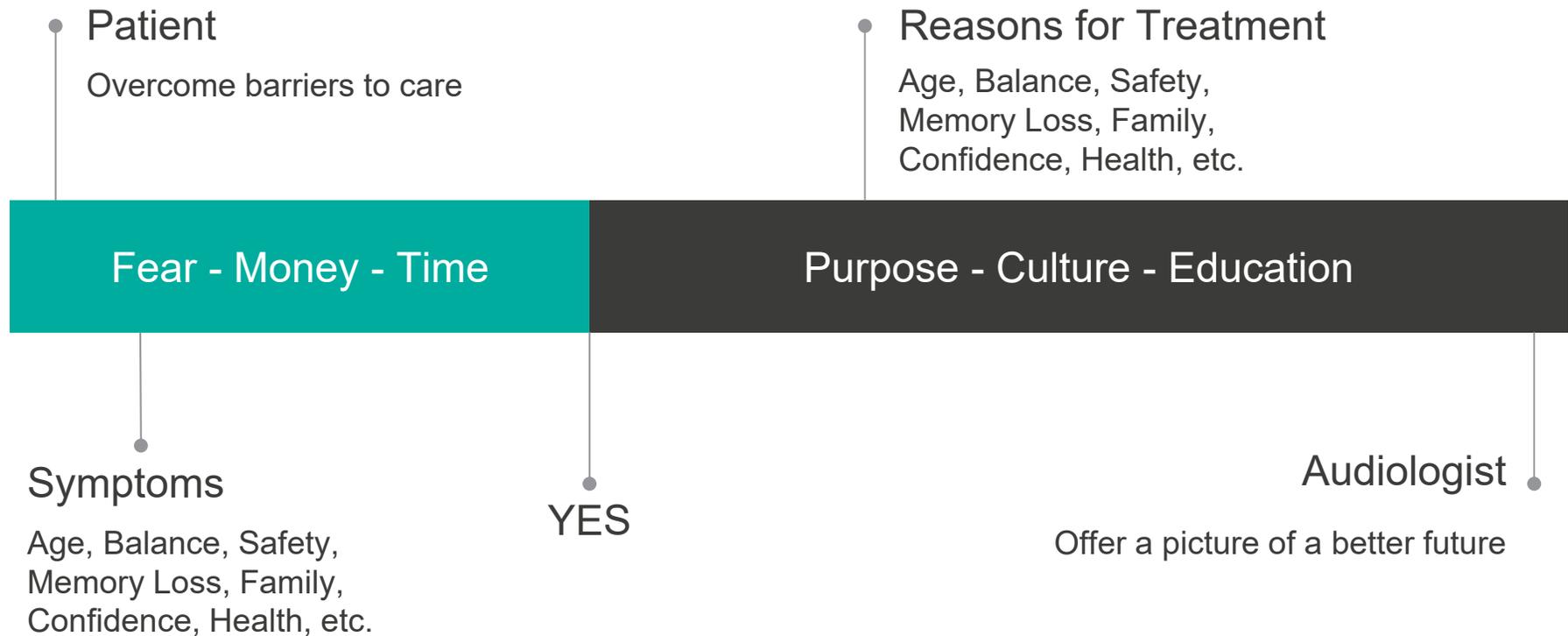


“Patients have chosen  
you and given you  
permission to lead  
them to the right  
healthcare choices.”



# Patient Journey “GAP”

---



# Leadership

- Your WHY
- Culture
- Communication



# 1. Your WHY

Patients do not buy what we do; they do not buy how we do things; they buy why we do it.

→ **What**

The products we sell or services we offer.

→ **How**

The things that make us special or set us apart from competitors

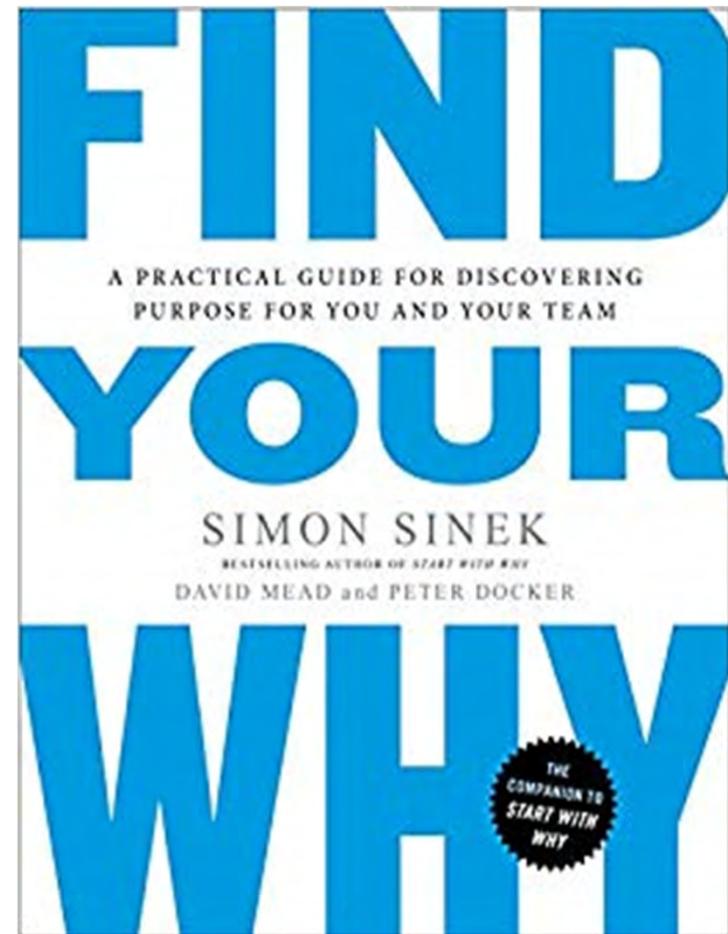
→ **Why**

It's the **purpose**, cause or belief.  
It's the reason your organization exists.

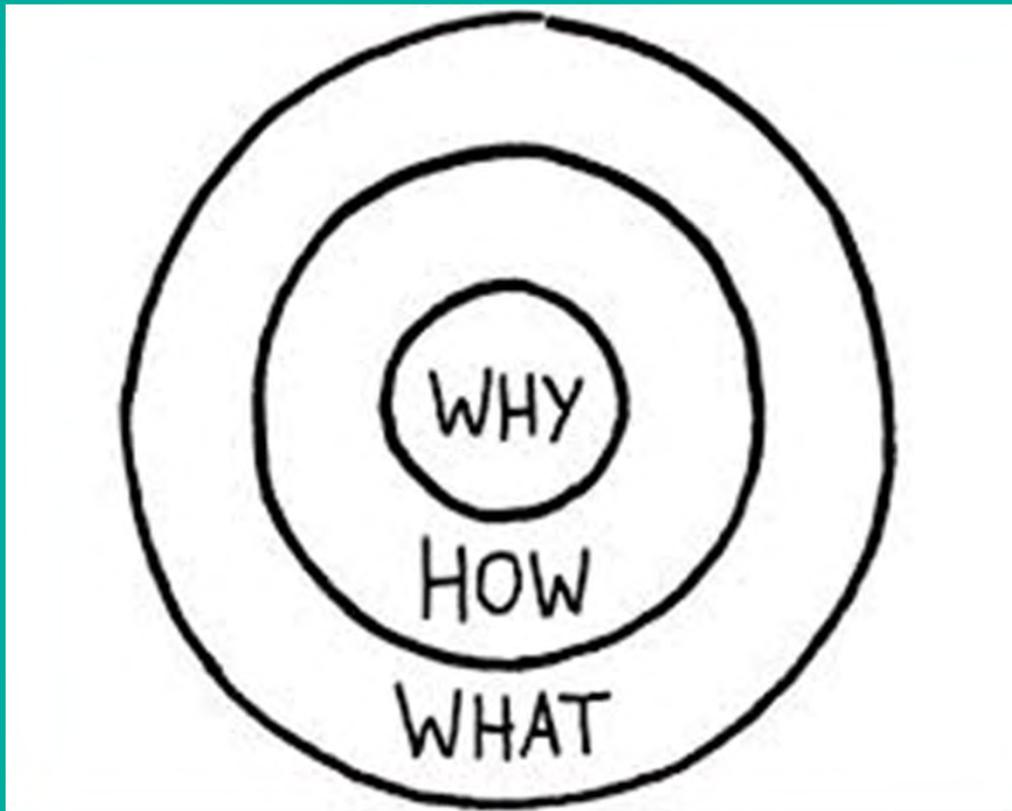
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## WHY Statement

What is the **specific contribution** you, your practice or your organization has made to the lives of others?



# The Golden Circle



## Tip

- It is the reason we get up in the morning.
- It is what motivates or inspires us.
- It is the connection our patients seek.

---

## 3 Main Takeaways

Recount stories from your past to find your WHY.

Use your HOWs to be efficient in implementing your WHY.

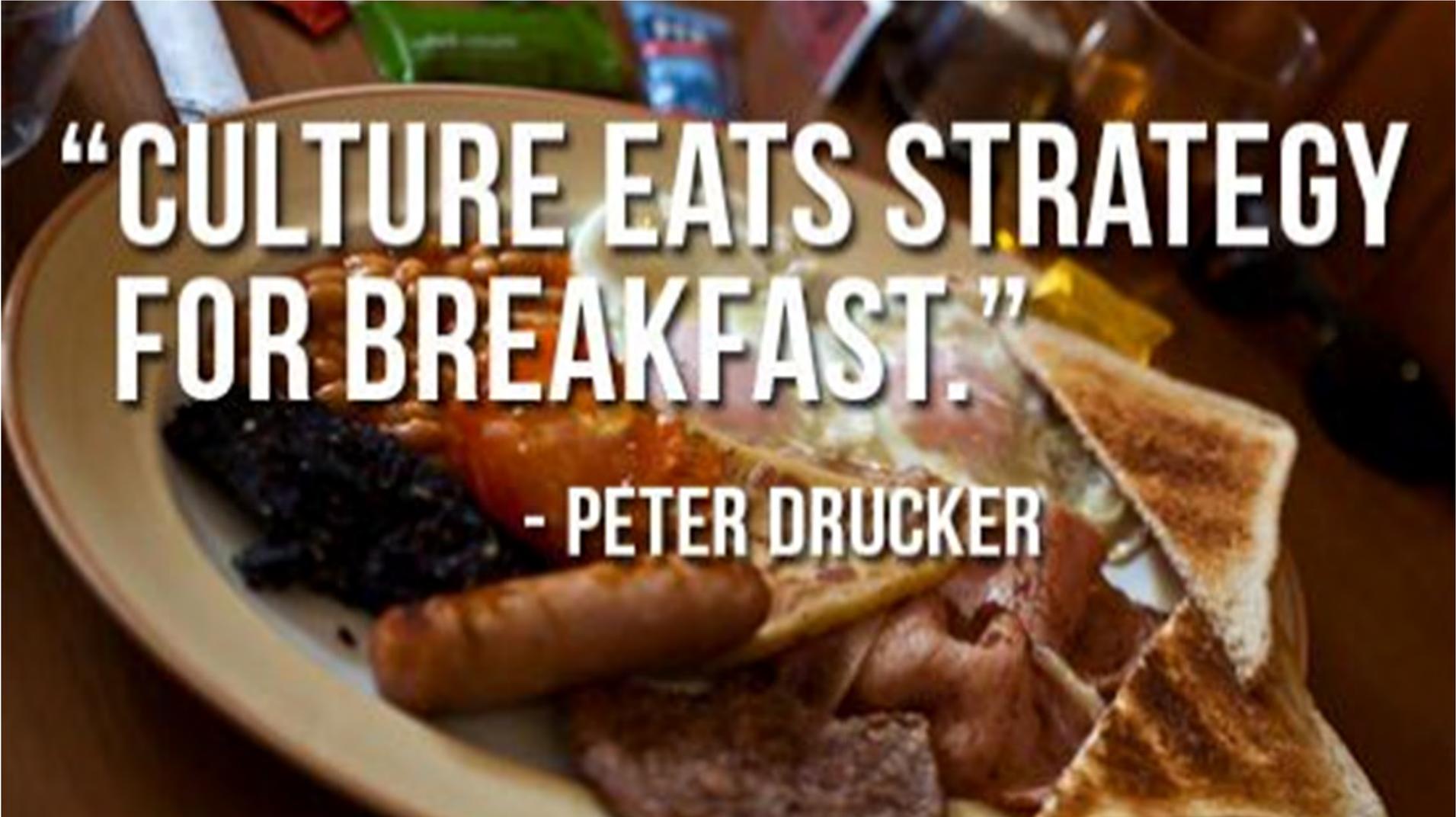
Once you have your WHY, practice sharing it as much as possible.



## 2. Culture

The customs or beliefs of a particular group of people:

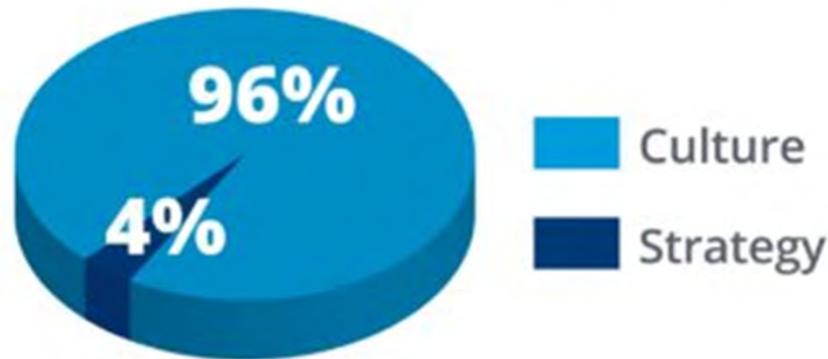
- **Who**  
Who we are
- **What**  
What we do
- **How**  
How we do

A close-up photograph of a breakfast meal on a light-colored plate. The meal includes a serving of beans, a sausage link, a fried egg, and several pieces of golden-brown toast. The background is slightly blurred, showing a wooden table and other items like a glass and a bottle.

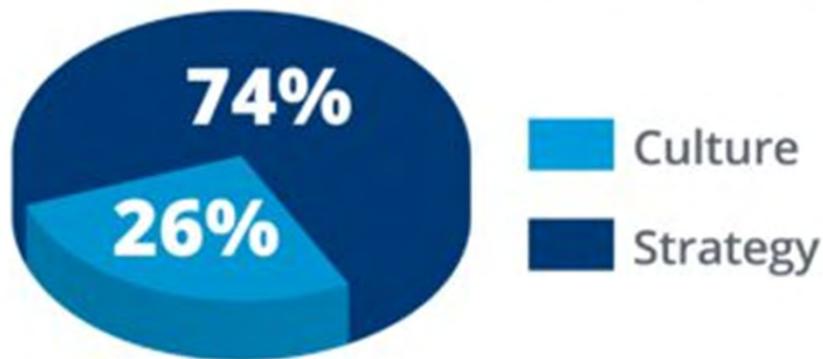
**“CULTURE EATS STRATEGY  
FOR BREAKFAST.”**

**- PETER DRUCKER**

Which has the most impact on our business results, culture or strategy?



When working to improve business result where do we spend most of our time?



## Competitive Advantage

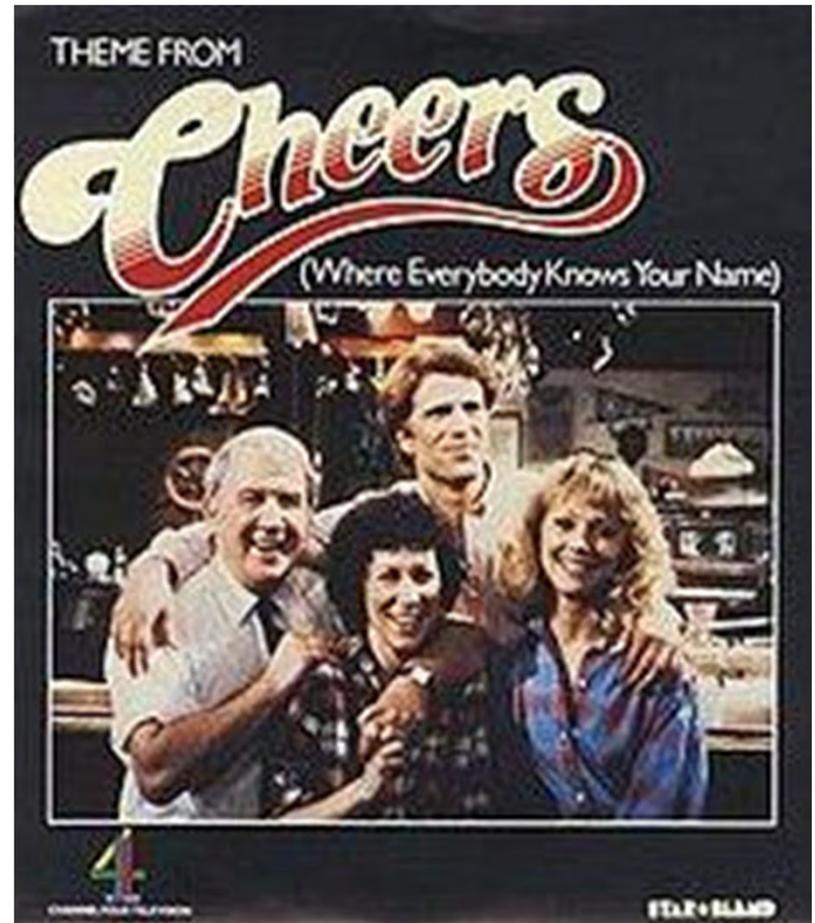
### Tip

Culture is an equal player with performance and strategy.

---

## Culture from the Outside

- Starts with the origins of the practice, its location or brand.
- It's a reason patients choose your practice or organization.
- It's your brand!



# Culture From Inside



- Intersection of values and actions
- “It’s how we do it here”
- Doing what we say

“Customers will  
never love a  
company until  
the employees  
love it first.”

-Simon Sinek





### 3. Communication

Patients need to understand how irresistible your offer is:

- **Empathy**  
Use storytelling.
- **Relate**  
Create an emotional connection.
- **Compare**  
Bring value through self leadership.

# Storytelling

---



“People hear statistics but they feel stories.”

-Brent Dykes

# Storytelling

---

- Patients can **relate** to stories much more than models or technology.
- Storytelling allows patients to **visualize** their own journey.
- Storytelling creates **empathy** because you are sharing true examples.

# Storytelling

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“I want a great smile.”

# Storytelling

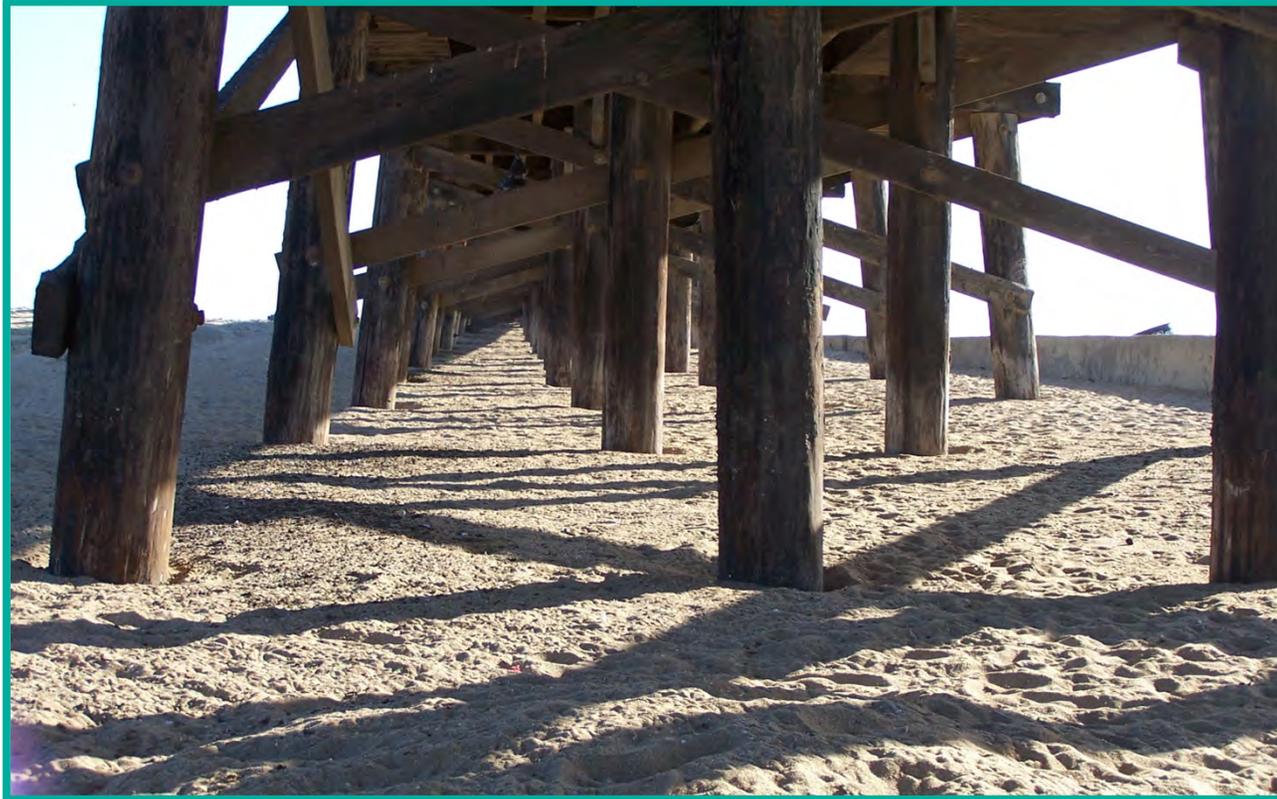
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“It was time.”

# Emotional Connection

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"People don't care how much you know until they know how much you care."

-Teddy Roosevelt

# Emotional Connection

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- Patients want to be heard. **Validate** them by listening and asking questions.
- **Humanize** a patient's experience and be truly authentic.
- Patients want to belong. **Invite** them into your culture.

# Emotional Connection

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“I love coming here because of the closeness you all have. You can’t find that anywhere.”

# Emotional Connection

---



“My family feels so welcomed here.”

# Emotional Connection

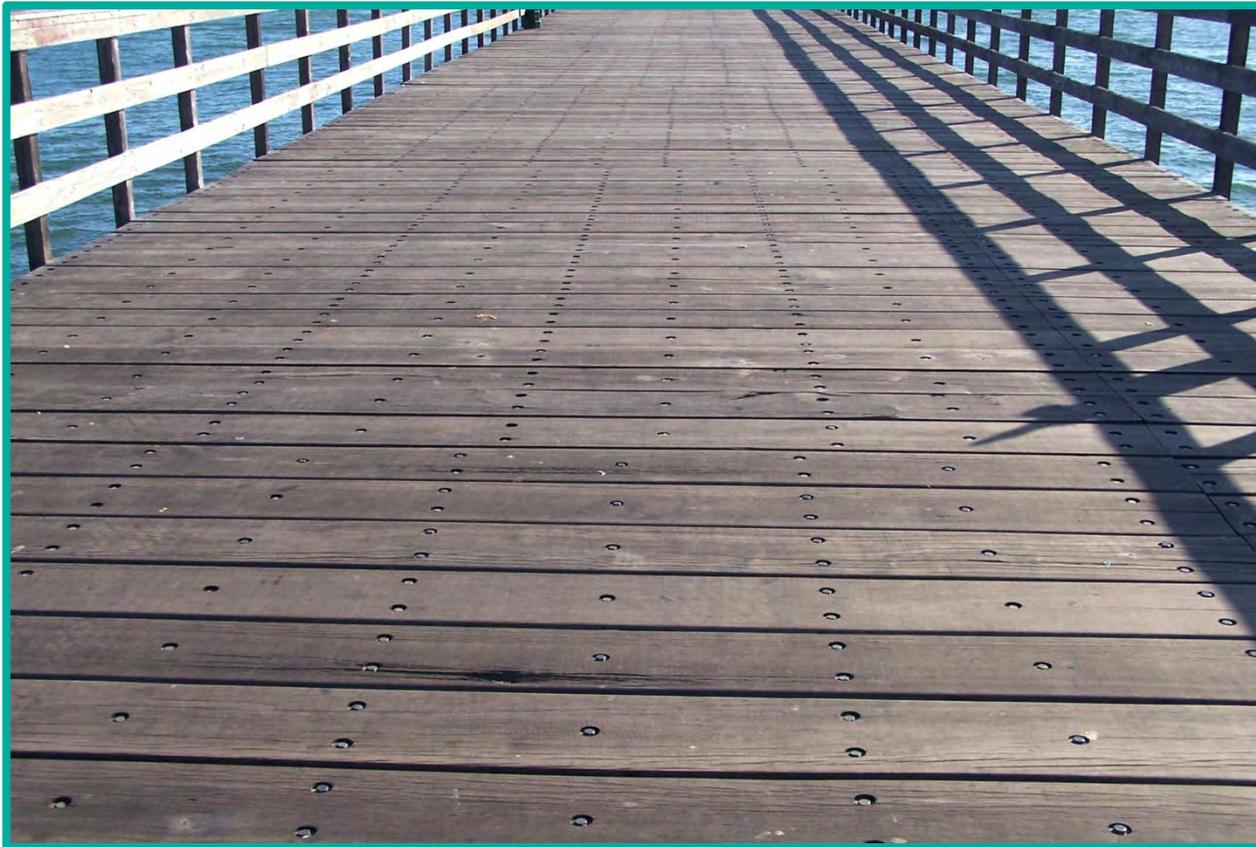
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“They always know exactly what I need.”

# Bring Value

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“Price is what you pay. Value is what you get.”

-Warren Buffett

# Bring Value

---

- **Practice** your delivery with a repertoire or script.
- Develop systems and **protocols** to support ideas.
- Be **purposeful** in educating and storytelling.

TO offer a picture of a healthier state  
SO THAT the barriers of care are  
lowered, allowing a path to “yes.”

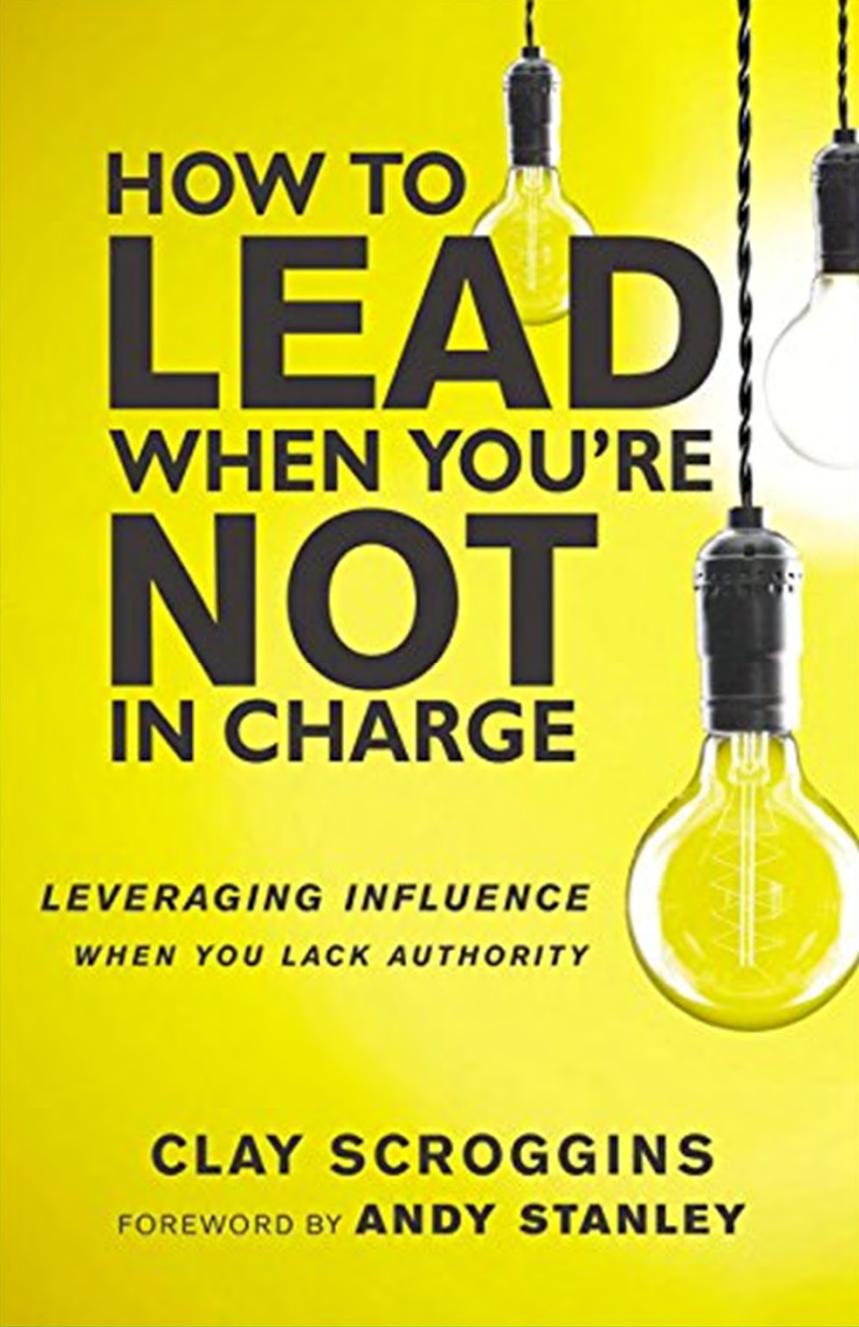


# Self Leadership

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- A leader worth following
- Sustained influence
- Sustained performance





HOW TO  
**LEAD**  
WHEN YOU'RE  
**NOT**  
IN CHARGE

*LEVERAGING INFLUENCE  
WHEN YOU LACK AUTHORITY*

**CLAY SCROGGINS**  
FOREWORD BY **ANDY STANLEY**

“You don’t have to  
be in charge to  
take charge.”

-Clay Scroggins



# A Leader Worth Following

- Our patients are looking for a leader worth following.
- Far less to do with what we say than how we model.
- Patients are watching!





# Sustained Influence

- Sustained influence goes beyond position or title.
- Patients have a hard time opening up to healthcare providers.
- Be engaged!





# Sustained Performance

- Longevity is a major indicator that you are leading well.
- A passion and pursuit of learning will lead to mastery.
- Requires authenticity!





---

# Wall of Uncertainty

Commitment Gaining



# Commitment Gaining

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- Commitment to **Meet**
- Commitment to **Explore**
- Commitment to **Change**
- Commitment to **Decide**



# Commitment to Meet

- Make it count.
- They are in your chair.
- They have chosen to be there.



# Commitment to Explore

- Investigate options together.
- Educate and avoid lecturing.
- Bring value to treatment.



# Commitment to Change

- Patients ask why shift from perceived stability.
- Patients hear they are doing something wrong.
- The “wall of uncertainty” goes up without building value.



# Commitment to Decide

- Patients will rarely move forward without value creation.
- Value creation creates a sense of empowerment.
- Appointments are kept.





Healthcare is not  
something you do **“to”**  
someone, it is  
something you do **“for”**  
and **“with”** someone.





**When patients say yes  
they have recognized  
we've come alongside  
them and done the work  
to  
“serve” them.**





Oaxaca, Ong & Jensen

*"High Tech Dentistry in a Small Town Atmosphere"*



**Patients say yes because  
they see we “love”  
what we do!**



# Happy Trails

---



# Kathy Wentworth, DVM

---



🌟 2 check-ins

Sometimes service providers rely on their amazing facility but the service is just so-so. Other times the facility leaves much to be desired but the service provider is good.

With PetPoint you get the best of both worlds - caring, knowledgeable staff, from the receptionists to techs to veterinarians, as well as clean, modern, state of the art facilities. Finding that kind of care is a godsend.



🌟 6 check-ins

Service: so amazing. Best service I've experienced at the vet. We were greeted right when we arrived and they already knew who we were. The gentleman who checked us in was very kind and extra gentle to our cat when he was holding him for the exam. He also helped us get our cat back in his carrier. Dr. Kathy was great! Very thorough! Checked his teeth and if he had fleas. Answered all our questions too! When we checked out they even gave us a laser pointer too.



# Nola Aronson

---



★★★★★ 5/19/2018

👍 6 check-ins

Yesterday my wife, my daughter and I went in for a complimentary screening. We just want to say thank you to Nola and her staff for the experience and the thorough explanation of the results and options.

Everyone was so welcoming and warm and that made our visit very pleasant in addition to being informative.

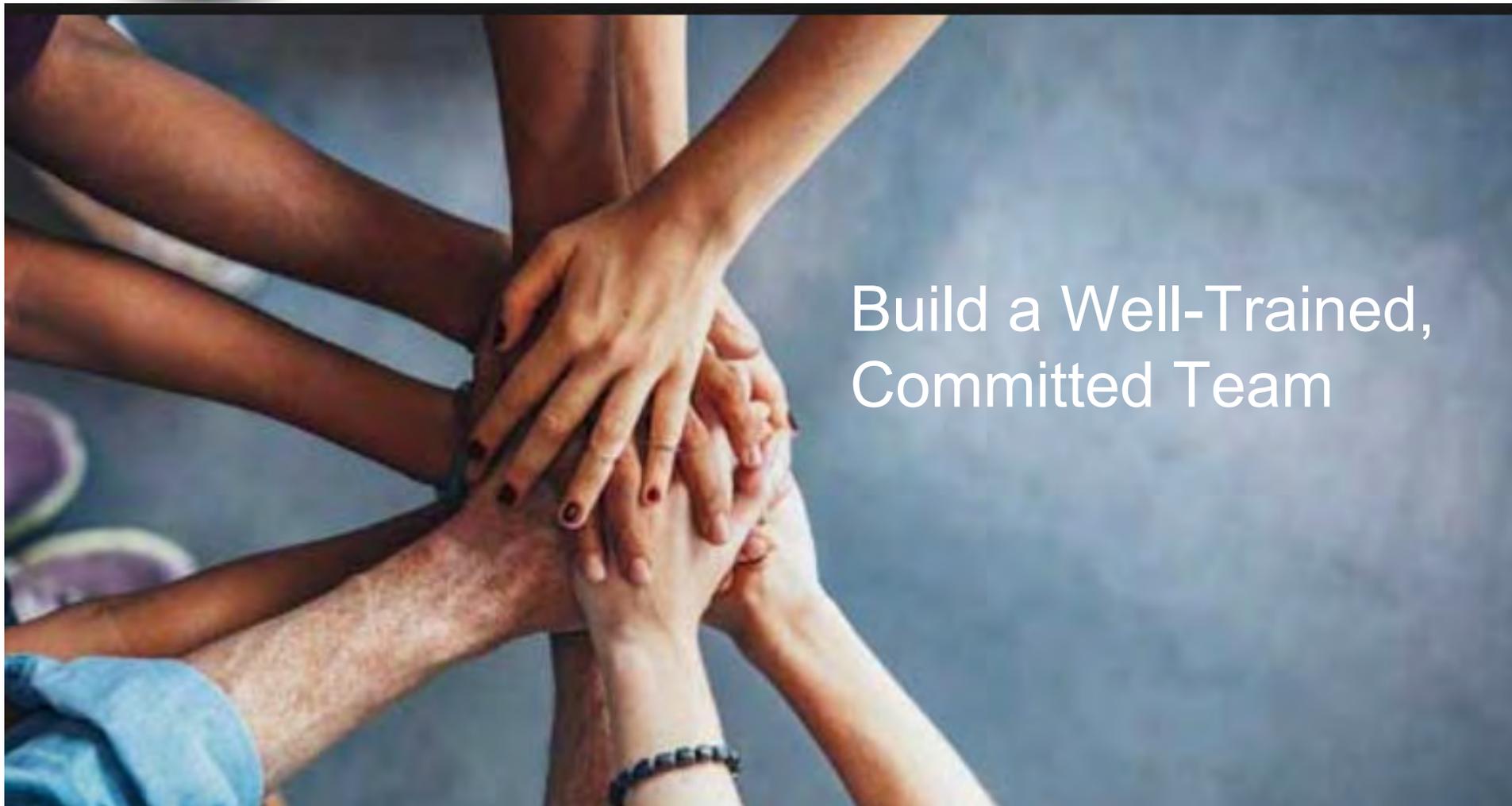
★★★★★ 10/17/2017

👍 1 check-ins

Great experience and a great place to go if you need your hearing checked! Every one was very friendly and helpful!

The doctor was very professional and very thorough!





Build a Well-Trained,  
Committed Team



Create a WOW  
First Impression



Build Trust!





## Build a Well-Trained, Committed Team

---

You, Your Team and Your Patients Gain:

- Consistency in information, message, positioning and image, helping minimize confusion and enabling patients to make good decisions
- Lower turnover and improved employee morale and empowerment

Create an exceptional patient journey because **you want to do it.**



## Build a Well-Trained, Committed Team

Here are a few ways we train our team:

- Track and measure production
- Staff meetings once a week
- Morning huddles every morning
- Set clear expectations (goals)
- Reward effort and achievement
- Scripting, role playing





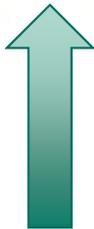
## Create a WOW First Impression

---

It's all about your brand – which is the way you want the community, patients, your team and everyone else to perceive you.



**Nola Aronson's**  
ADVANCED AUDIOLOGY  
We Love to Help You Hear





## Create a WOW First Impression

Starts before the patient walks in the door – online presence

The screenshot shows the website for Nola Aronson's Advanced Audiology. At the top left is the logo, which includes a stylized ear icon and the text "Nola Aronson's ADVANCED AUDIOLOGY" with the tagline "We Love to Help You Hear". To the right of the logo are social media icons for Facebook, Twitter, and YouTube, along with a "Review Us" button and the phone number "(661) 877-4272". Below the logo is a horizontal navigation menu with links for Home, Hearing Aids, Services, About Us, Hearing Resources, Blog, Location & Hours, and Contact Us. The main content area features a large banner with a photo of four staff members in white lab coats standing in front of a building with "ADVANCED AUDIOLOGY" signage. To the right of the photo, the text reads "Hearing Healthcare" and "Our caring Advanced Hearing Specialist proudly provide you with unsurpassed personal service, along with state-of-the art hearing technology, provide the best overall experience possible." Below this text is a "Schedule Today" button. In the bottom right corner of the banner, there is a chat bubble icon with the text "Let's... Talk!" and a "Click here to chat now!" link. At the bottom of the banner, there is a teal bar with the text "Learn More About Hearing and Your Health".

# 2

## Create a WOW First Impression

### The Initial Phone Call

- Listen more than talk
- Let the patient share their story before you tell yours
- Smile! It “shows.”





## Create a WOW First Impression

**The first phone call: capture information**

### ✓ Custom Tracking Form

Helps the team capture and communicate with each other key patient information.



Advanced Audiology - Patient Visit Tracking Form

Date \_\_\_\_\_ Appointment Time \_\_\_\_\_

Patient First Name \_\_\_\_\_ Provider \_\_\_\_\_

Patient Last Name \_\_\_\_\_ Procedure \_\_\_\_\_

New Patient \_\_\_\_\_ Booth \_\_\_\_\_

Third Party Arrived \_\_\_\_\_ Referring Dr. \_\_\_\_\_

Referral Source \_\_\_\_\_

Qualified Ears \_\_\_\_\_ Reason No Purchase \_\_\_\_\_

Aid Quantity Sold \_\_\_\_\_ Exchange QTY \_\_\_\_\_

Type \_\_\_\_\_ RFC QTY \_\_\_\_\_

MFR \_\_\_\_\_ RFC Reason \_\_\_\_\_

Selling Price \_\_\_\_\_

No Charge \_\_\_\_\_

HA Ordered \_\_\_\_\_

Appointment Type

OPP \_\_\_\_\_

AE \_\_\_\_\_

HA Fit \_\_\_\_\_

EM Fit \_\_\_\_\_

Repair Fit \_\_\_\_\_

ADJ \_\_\_\_\_

RTW \_\_\_\_\_

New User? Y N

Third Party? Y N

How many cards of Batteries \_\_\_\_\_

312 10 13 675

Routing

Incoming Receptionist: \_\_\_\_\_ PT Return \_\_\_\_\_

Audiologist Notes: \_\_\_\_\_ Time Req'd \_\_\_\_\_

Outgoing Receptionist: \_\_\_\_\_ RTW \_\_\_\_\_

Billing: \_\_\_\_\_ CHHC \_\_\_\_\_

Tracking: \_\_\_\_\_ Special Instructions \_\_\_\_\_

# 2

## Create a WOW First Impression

### Your Reception Area:

- Greet the patient by name.
- Welcome them into your “home.”
- Make them comfortable.
- Provide education every step of the way.





## Build Trust!

---

Happens at **every step along the patient journey** through what **patients see, hear and feel.**

- The need to **see** they are welcome in our “home.”
- They need to **hear** the information they need to make an informed decision on their hearing health.
- They need to **feel** we care and that we are their advocate, which requires a patient-centric approach.
- Include 3<sup>rd</sup> party.



## Build Trust!

---

**The consultation: solve the patient's problem.**





## Build Trust!

**The financial discussion:** give patients solutions, not just options.

- ✓ cash
- ✓ major credit cards
- ✓ insurance
- ✓ CareCredit





## Build Trust!

---

### Exchange in Abundance

- ✓ Patient appreciation days
- ✓ Educational lunch and learns
- ✓ Lunch and a movie
- ✓ Birthday cards with lottery tickets
- ✓ Cupcakes delivered to their door
- ✓ Lots of follow up and care
- ✓ Phone calls, letters
- ✓ Patient surveys





## Build Trust!

### Be an Active Part of the Community You Serve

- ✓ Involve the entire team
- ✓ Volunteer, make a difference
- ✓ Wellness and free screenings



### Give Back Generously!



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# Insights from the Outside

QUESTIONS & ANSWERS



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# Thank You!

Booth #213

