

## Helping Your Patients Overcome Uncertainty Throughout Their Hearing Care Journey



Financing Provided by Synchrony Bank

# September 2021 Outlook <sup>1</sup>

## Economy



- Retail sales grew .7% in August despite COVID fears
- Financial concerns remain high as consumers feel less in control

## Consumers



- COVID concern has increased again, and consumer confidence has dropped
- General outlook and emotional well-being have declined to early pandemic levels

## Future Outlook



- Though consumers continue to feel the negative impacts of the pandemic, many are optimistic about the upcoming holiday season

# Consumer Insights Contributing to Uncertainty <sup>1</sup>

## Emergency Fund



- 59% of consumers surveyed are confident that they could cover an unexpected cost of \$1,000

## Savings



- 42% of consumers surveyed increased their savings during the pandemic

## Inflation



- 71% of consumers surveyed are concerned about inflation/rising prices

<sup>1</sup> September 2021, Synchrony's Monthly Pulse on Consumer Sentiment Trends

# Patient Insights on Uncertainty<sup>2</sup>

## Access to Care



- 35% of patients surveyed have experienced difficulty scheduling an appointment since the start of the pandemic

## Care Frequency



- 30% of patients surveyed visited their healthcare provider in person less often due to the pandemic

## Digital Certainty



- 54% of patients surveyed want to manage their upcoming provider payments digitally

<sup>1</sup> January 2021, Healthcare Payment Experience Report, Pymnts.com & Rectangle Health



# Using Financing to Manage Consumer Uncertainty



Empower Your Patients to Choose Treatment



Revolving Credit



Lease



Term Loan

## Hearing Video

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## Patient Journey Panelists



Dan Quall, MS  
Fuel Medical



Dr. Melissa Carnes Rose  
Nardelli Audiology



Jason Orsik  
AuDPractice Group



Joel Parker  
AuDPractice Group



Eddie Ledford  
Beltone / Ledford Hearing



# The Patient Journey

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# Use data to predict consumer behavior

When a person will buy  
How a person will buy  
Why a person will buy



A woman and a man are shown in profile, facing each other as if in a conversation. The woman is on the left, wearing a light blue shirt. The man is on the right, wearing a green shirt and glasses, with his hand near his chin in a thoughtful pose. The background is a solid teal color.

# The motivation behind consumer behavior

You might have to influence a person to make a decision - not only as a patient, but as a consumer

# Traditional Thinking



Data



Knowledge

Information



Features

Statistics



Benefits

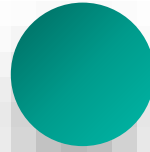
# What we've learned



Walmart

6.3 lbs.

\$7.88



Amazon

7 lbs.

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emotions drive behavior



A person with glasses and a suit is shown from the chest up, celebrating with a fist pump. The image is overlaid with a teal gradient. The text "Emotion is the single biggest factor driving behavior and causing people to take action" is written in white on the left side of the image.

Emotion is the single biggest  
factor driving behavior and  
causing people to take action

# That's what we will explore today

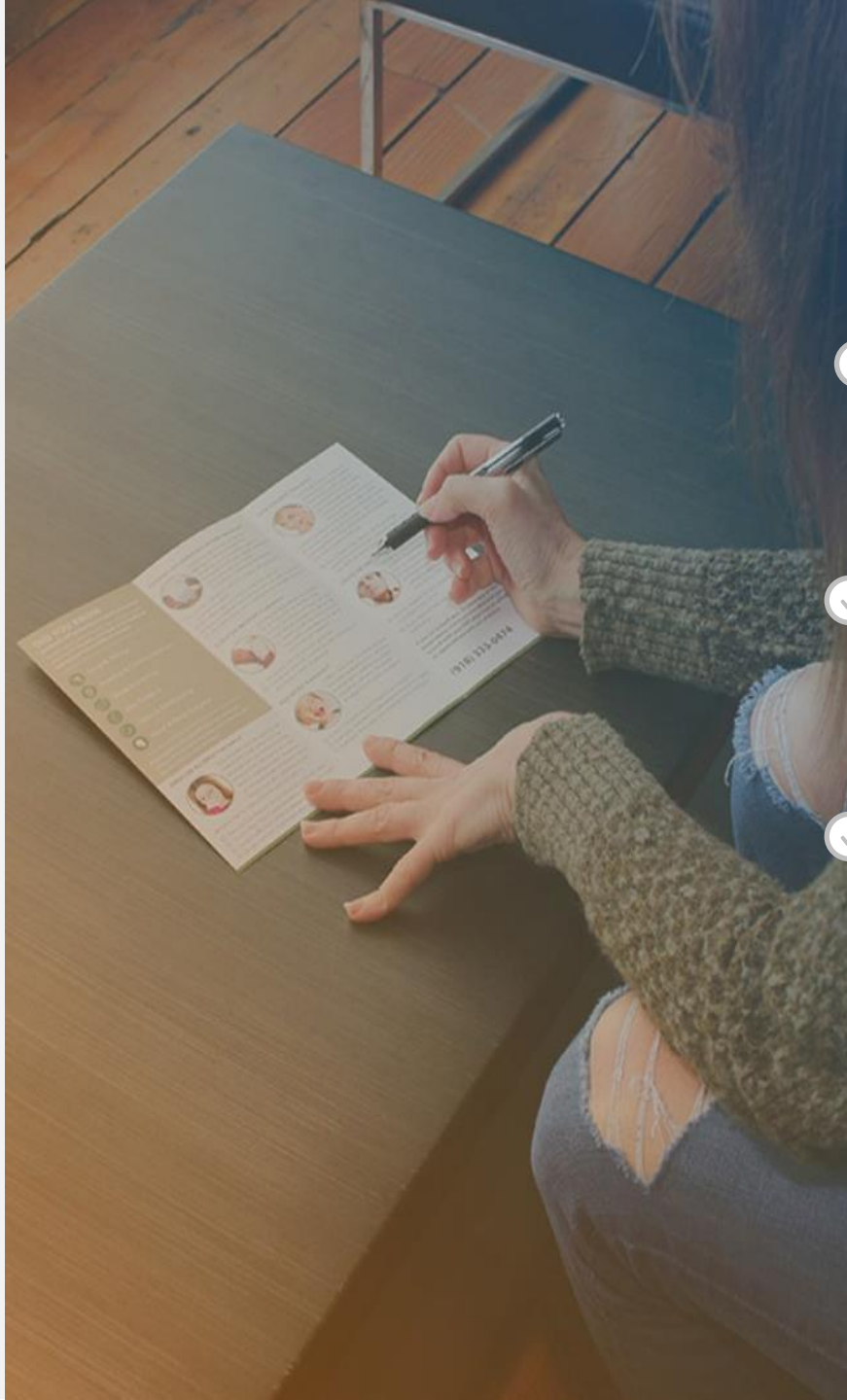
Insight into the emotions of patients as they move through the patient journey

The role you play in managing the process of moving people through the continuum of care





# Agenda



- ✓ Provide an overview of the patient journey
- ✓ Discuss the science behind why patients choose to act – or not act
- ✓ Work with our panel to discuss how we bring the patient journey to life in our clinics

# Patient Journey Mapping



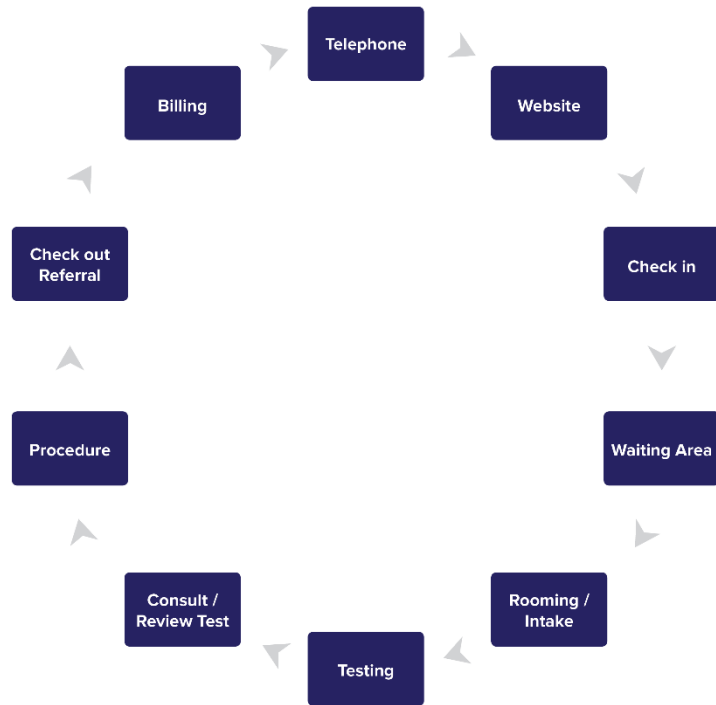
The process of getting the patient from point A to point B



What we say and what we do



# The patient's journey



*What they see*  
*What they hear*  
*What they think*



**Patients are on  
their own journey  
– in their head**

*What they feel*

# Patient journey mapping



Is an exercise  
to better...

understand what the  
individual **EXPERIENCES**  
are throughout the  
continuum of care.

It diagrams...

all the **patient touch points** and tracks a  
pathway of thoughts and emotions to gauge  
the level of engagement from the patient's  
perspective

Helps healthcare  
organizations...

foster lasting patient-provider relationships by  
answering these questions:



# Patient Emotions Throughout the Continuum of Care



First 10 minutes of an experience a consumer will KNOW if they will be coming back



**36%** of callers  
**not likely to return based on initial phone call**



# Managing Uncertainty

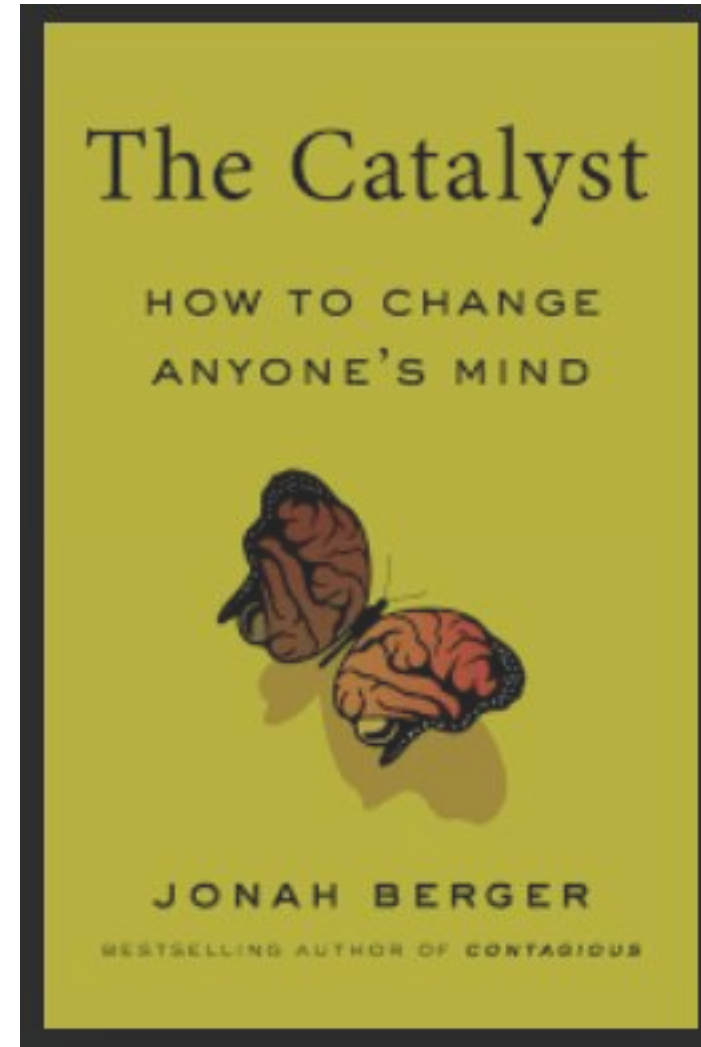
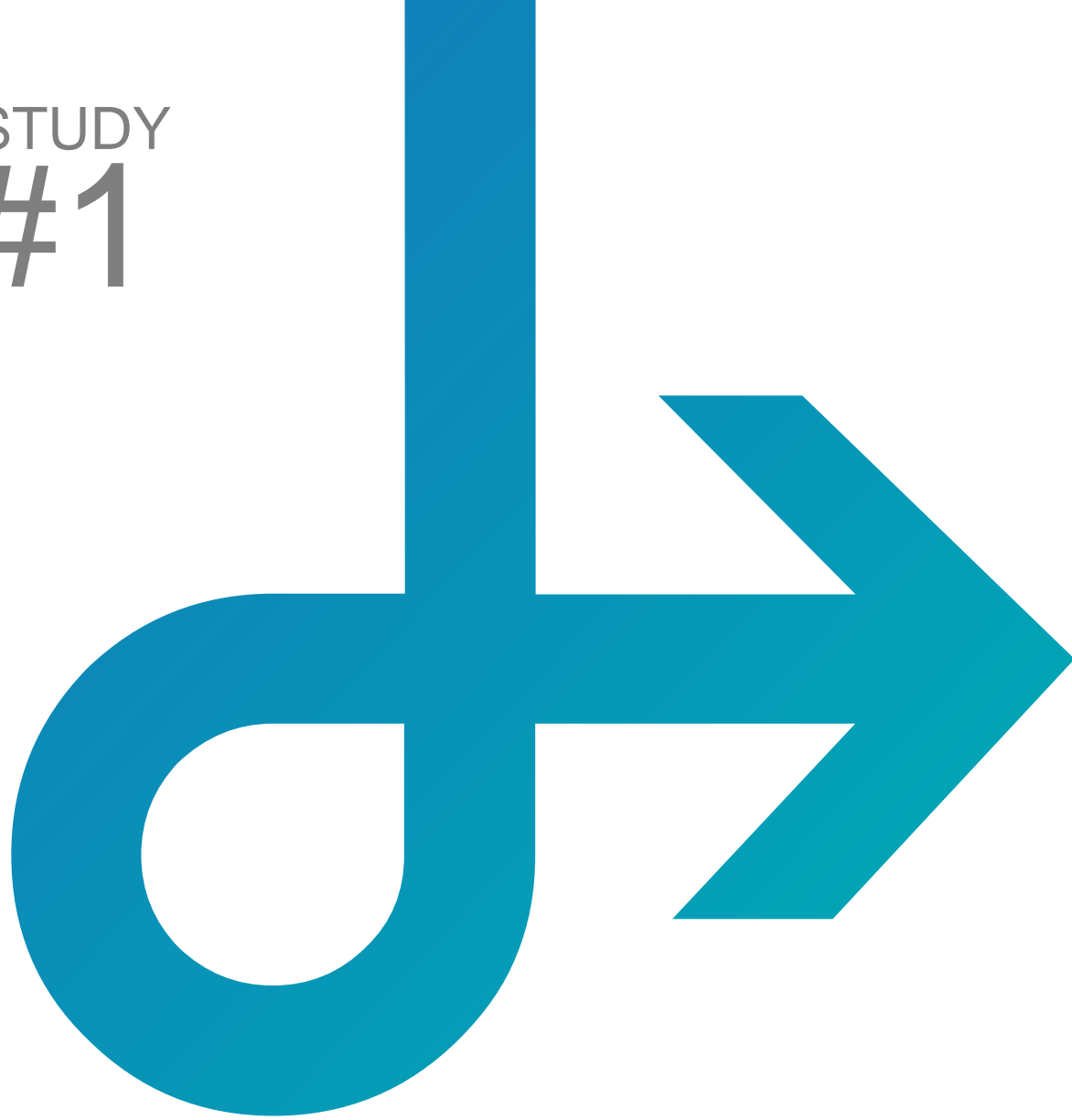
A big part of your job will be to help patients manage **uncertainty**.

Decisions are made  
based on emotions

Do I trust this person?  
Do I really have hearing loss?  
Should I wait and talk to my doctor?  
Am I in the right place?  
How long can I wait?  
Am I getting old?  
Do hearing aids work?



STUDY  
#1



# How much would you pay?



**\$50  
gift card**

# How much would you pay?

\$26

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**Lottery  
Ticket**

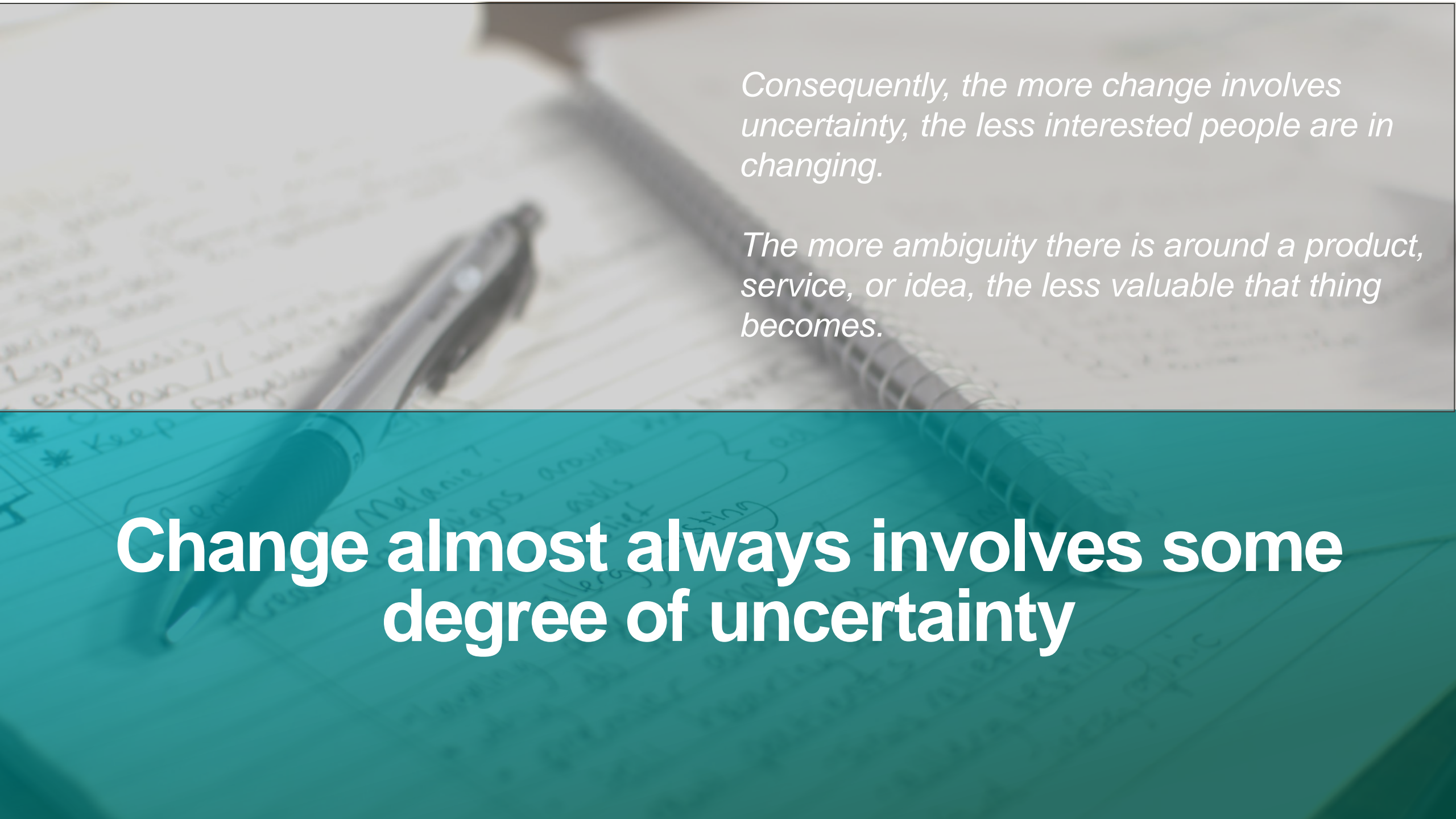
**\$50 or \$100**

# How much would you pay?

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Option	Willingness to Pay	Item
Orange Box	\$26	\$50 gift card
Green Box	\$45	\$ 100 gift card
Blue Box	\$16	Lottery Ticket (\$50 or \$100)

**The Uncertainty made the value of the ticket less**

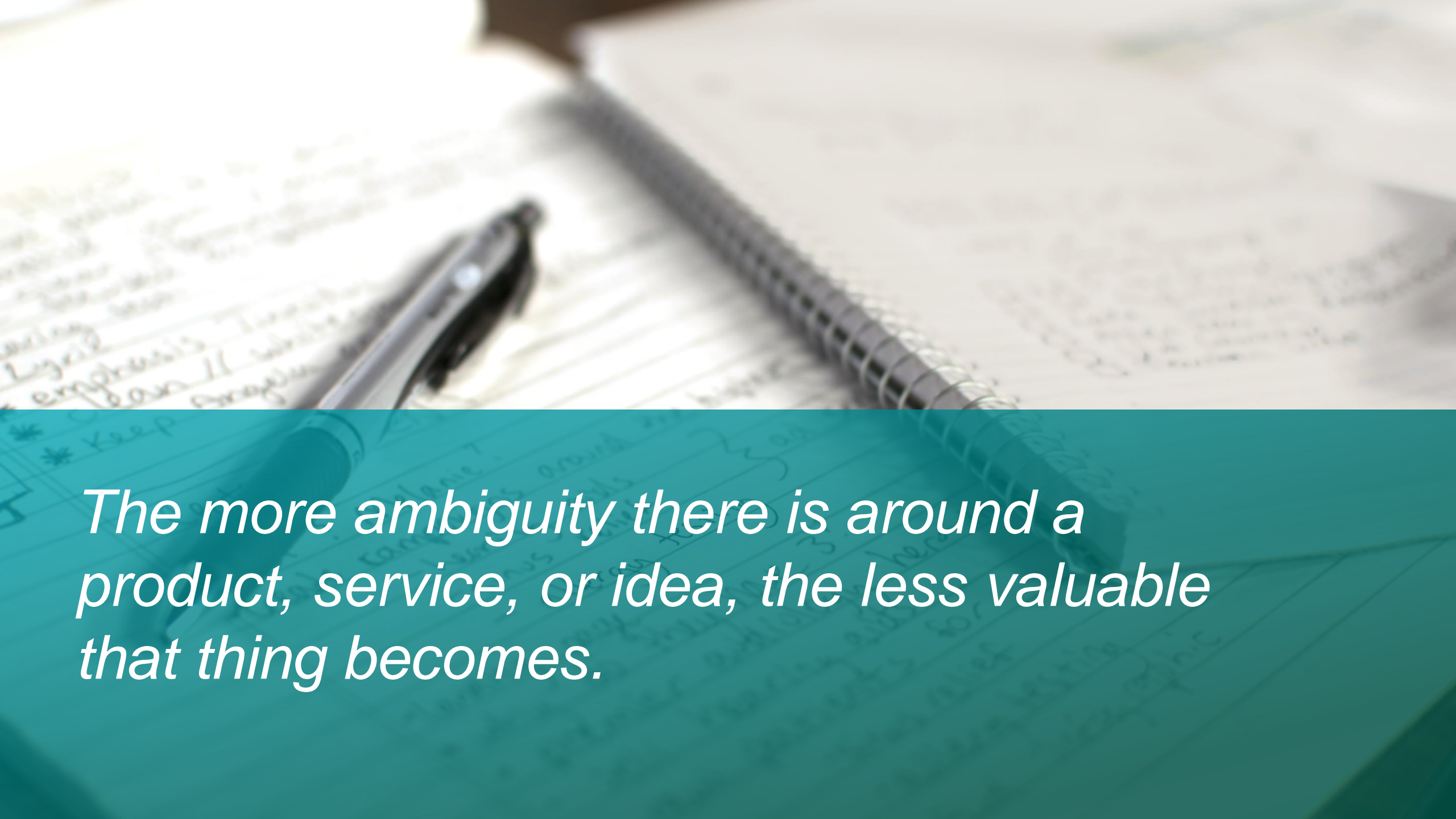


*Consequently, the more change involves uncertainty, the less interested people are in changing.*

*The more ambiguity there is around a product, service, or idea, the less valuable that thing becomes.*

**Change almost always involves some degree of uncertainty**





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STUDY  
#2

When people lack specific information, it causes them to postpone taking action



**Passed  
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*Students imagined they  
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final exam*



# The Catalyst

HOW TO CHANGE  
ANYONE'S MIND



JONAH BERGER



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*The offer expires  
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- Buy the vacation package
- Not buy the vacation package
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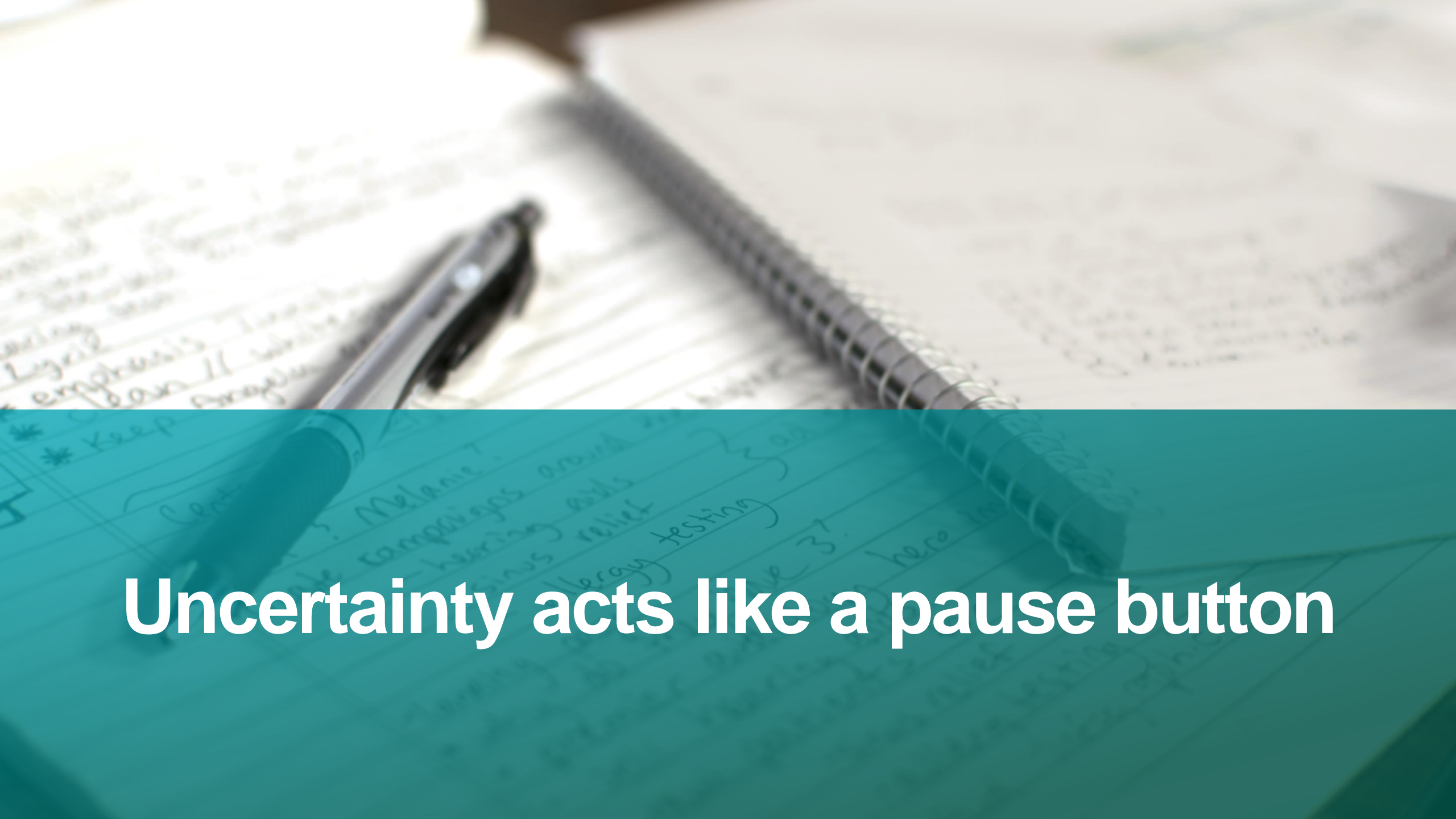
**Uncertain**

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**Uncertainty acts like a pause button**

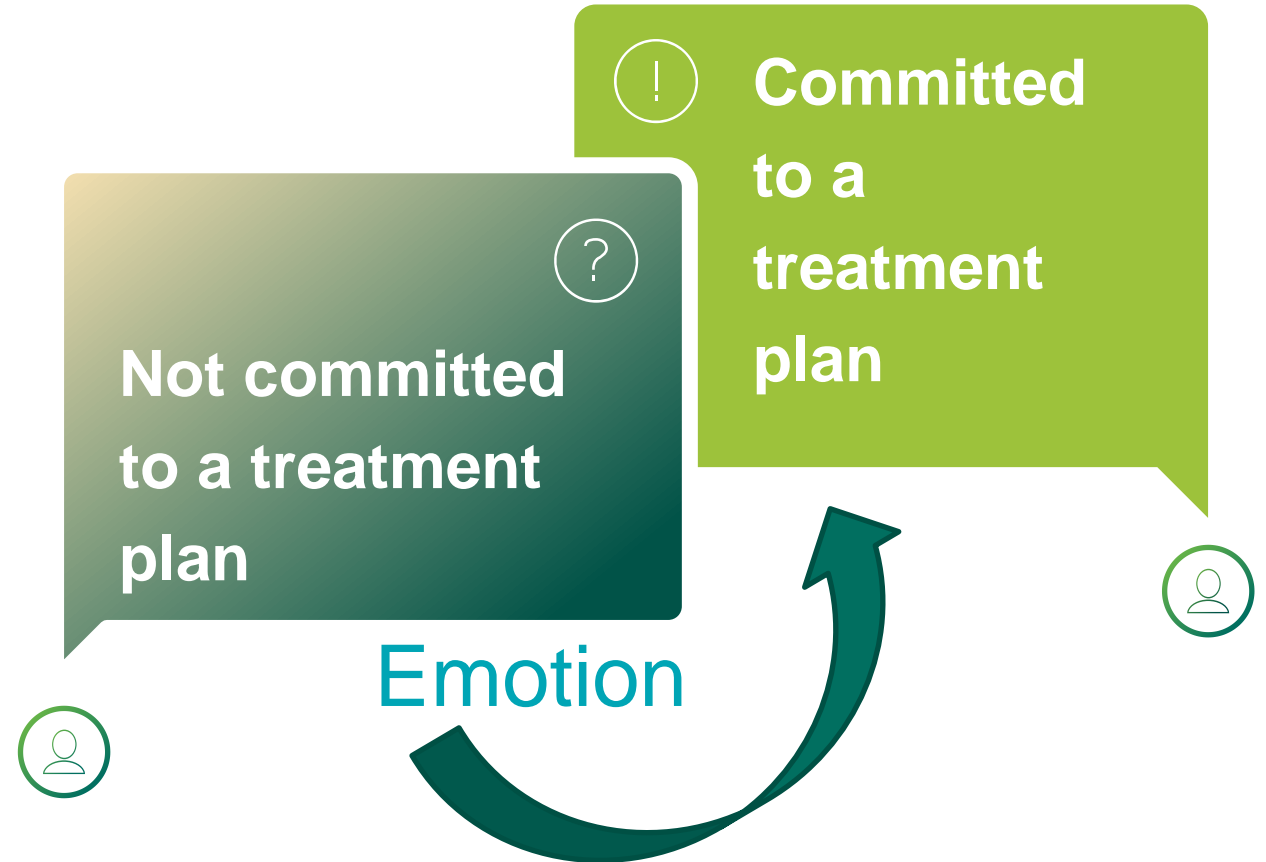
Let's go back to  
**YOUR** patient

## Something New

Almost always involves  
uncertainty. If it's not  
clear how much better  
something new will be...  
"I'll wait and see"

# Uncertainty

Surrounding wearing hearing aids



Your  
Role



**Reduce**  
the barrier of  
uncertainty

If part of the plan of care includes recommending hearing aids – in the patient's mind that is a big change and they have to decide whether to take action

# Reduce the barrier of uncertainty



Rather than trying to convince someone to change by providing more information, facts and figures

---



*Address the emotion first*




# Manage uncertainty



# Manage uncertainty

by building a  
vocabulary  
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EMOTION of  
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Allow the patient to  
self-identify the  
emotion

Try it before you like it

Replace uncertainty  
with something they  
already know

# Reduce the barrier of uncertainty

Manage the uncertainty of change



**FUEL**  
MEDICAL

# Questions

Ask questions that puts the patient in the drivers' seat for a test drive



1

**How can you give the patient an opportunity to try something new to reduce the barrier of uncertainty?**

2

**Position the value for the patient so it is all about them.**





# What have we learned



1

Emotions, more than logic  
and rationale, drive decisions  
and motivate actions



# What have we learned



2

Observations have shown us that patients are looking for connection and desire a **feeling of certainty.**

3

There is evidence engaging patients early in their healthcare journey to identify values and preferences, can increase compliance with the plan of care and treatment



# What have we learned



4

Patient engagement doesn't begin and end with a single encounter. We should be thinking about the ways in which we can drive engagement throughout the entire patient journey.





## One

Take a walk in the  
patient's shoes



## Two

A big part of your job  
will be to manage  
uncertainty



## Three

Emotions, more than  
logic and rationale,  
drive decisions and  
motivate actions

# Key Takeaways

E not L: Emotion  
trumps logic in the  
patient journey





# The Patient Journey Map

identify the phases of the journey



Start by identifying each phase of the patient journey.

## Phase 1: Discovery

Our process includes visits to your location(s) to meet with your staff to diagram the patient flow and the processes patient encounters. We will NOT evaluate talent or process; the goal is to gain insight into what the patient is thinking and feeling along the continuum of care.

# The Patient Journey

collect data for each phase

## Phase 2: Assess

To gain a complete understanding of the current patient experience, we plot the patients' actions, thoughts, emotions and decision points, diagramming the patient journey specific for your practice. This provides insight into the positive and negative influences on the total patient experience.



### Hear

Greetings  
Information  
Conversations  
Directions  
Answers  
Tone



### Think

Concerns  
Focus  
Beliefs  
Internal dialogue  
Process information



### See

Signage  
Interactions  
Body language  
Visual information  
Collateral  
Activity



### Questions

Evaluation

- *What does this mean?*
- *What should I do?*

Process the unknown



### FEEL

Confident  
Confused  
Significant  
Certain  
Overwhelmed

# The Patient Journey Map

the outcome; what we learn



## Phase 3: Execute

We believe the bridge from insight to implementation is through purposeful patient engagement strategies and incorporating best practices designed specifically for your practice. We use the patient journey map to help your team work through obstacles, brainstorm new ideas and coach them on how to optimize practice performance with a focus on the patient.

A photograph of a diverse group of business professionals in an office setting, celebrating with their arms raised in the air. The image is overlaid with a teal-to-blue gradient. A large, semi-transparent blue rectangle covers the right half of the image, containing the word "Questions" in white text.

# Questions



# Contact Us

Fuel Medical Group

Dan Quall / Jim Fedio

Directors

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[jfedio@fuelmedical.com](mailto:jfedio@fuelmedical.com)

Find Us

[www.fuelmedical.com](http://www.fuelmedical.com)

# The Patient Journey

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A man in a dark suit is seen from behind, standing in front of a large chalkboard. The chalkboard is covered in various hand-drawn business diagrams, including bar charts, line graphs, pie charts, and flowcharts. Some diagrams include numbers like 300, 600, 400, 200, 500, 700, 10, 8, 6, 5, 3, 100, 300, 400, 300, 1000.000.0, 100.000.0, 200.000, 100, 100, 200, 300, 400, 100, 200. The word 'IDEA!' is written in large letters on the right side of the board, next to a drawing of a lightbulb. The background is a solid blue color.

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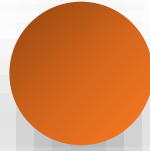
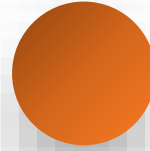
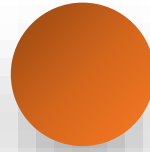
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emotions drive behavior

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Emotion is the single biggest  
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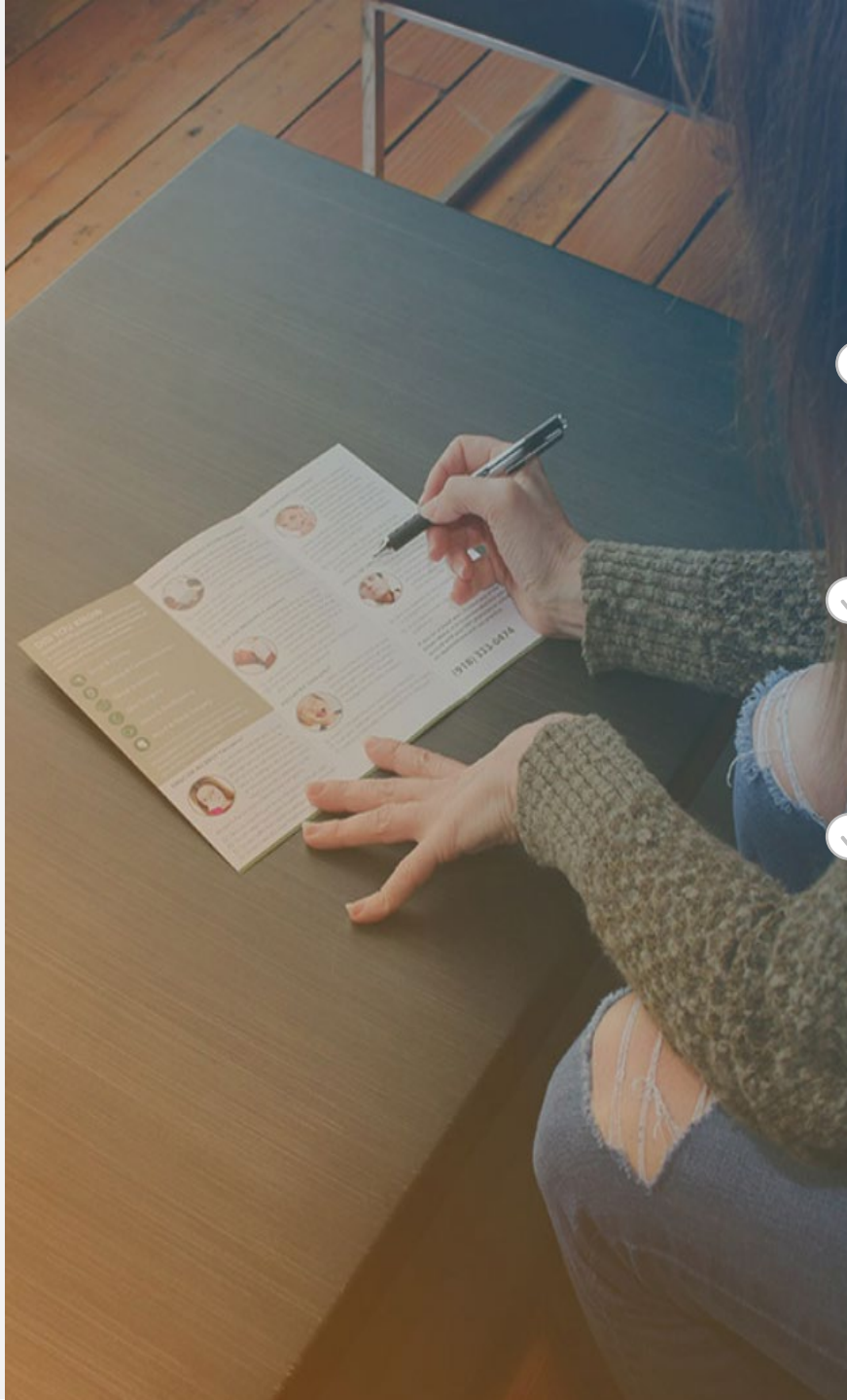
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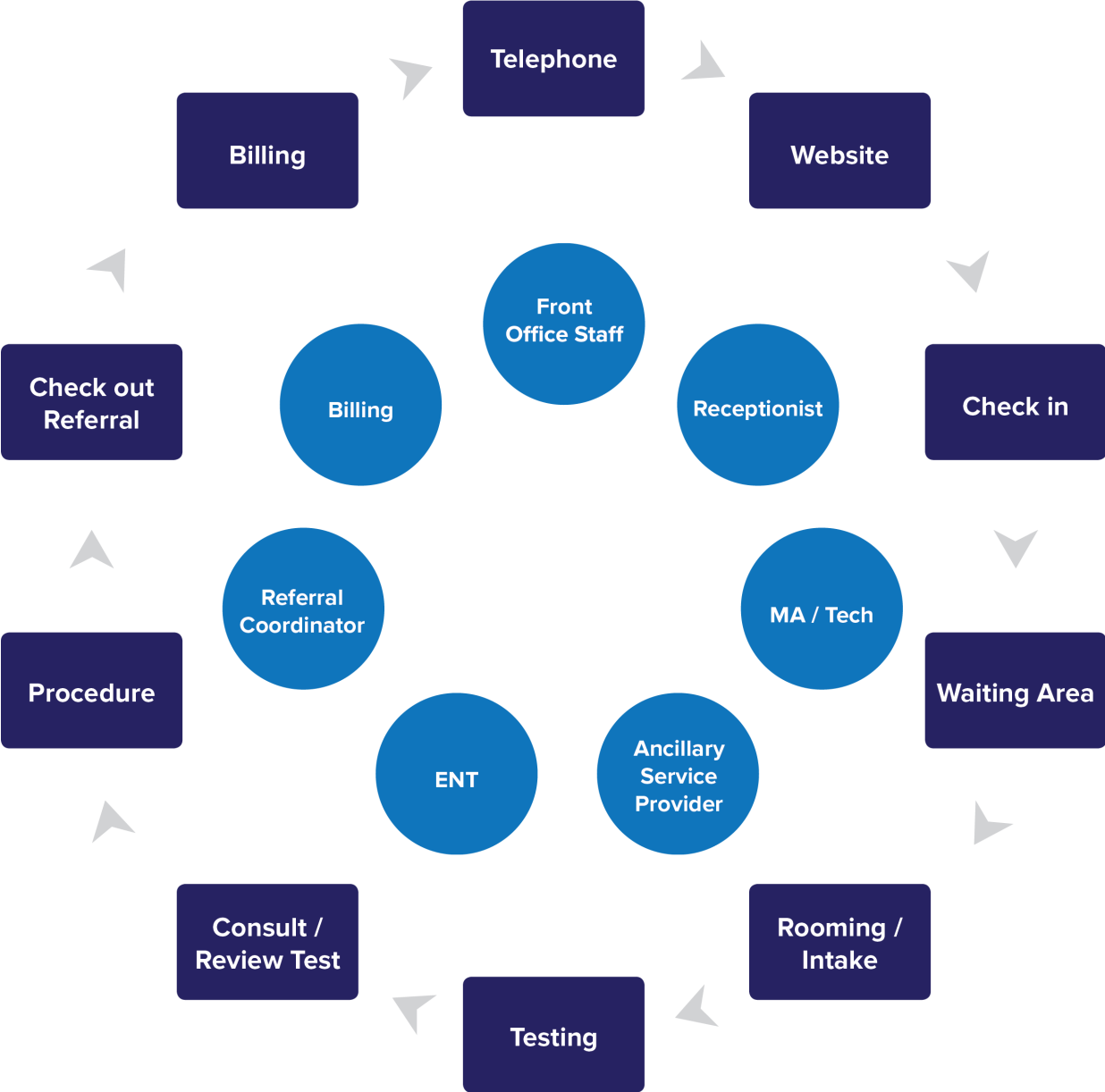
# Patient Journey Mapping



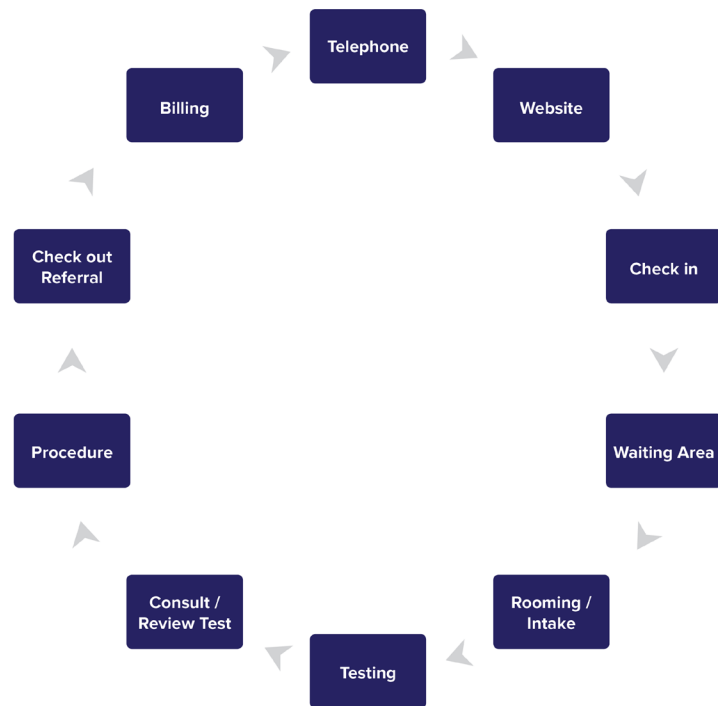
The process of getting the patient from point A to point B



What we say and what we do



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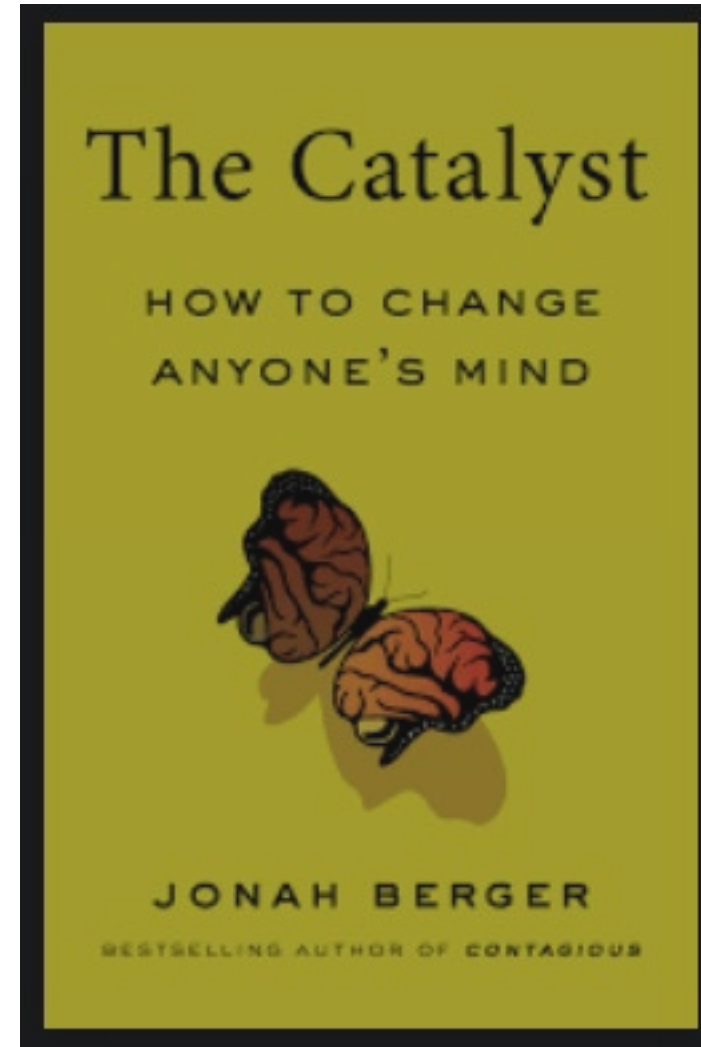
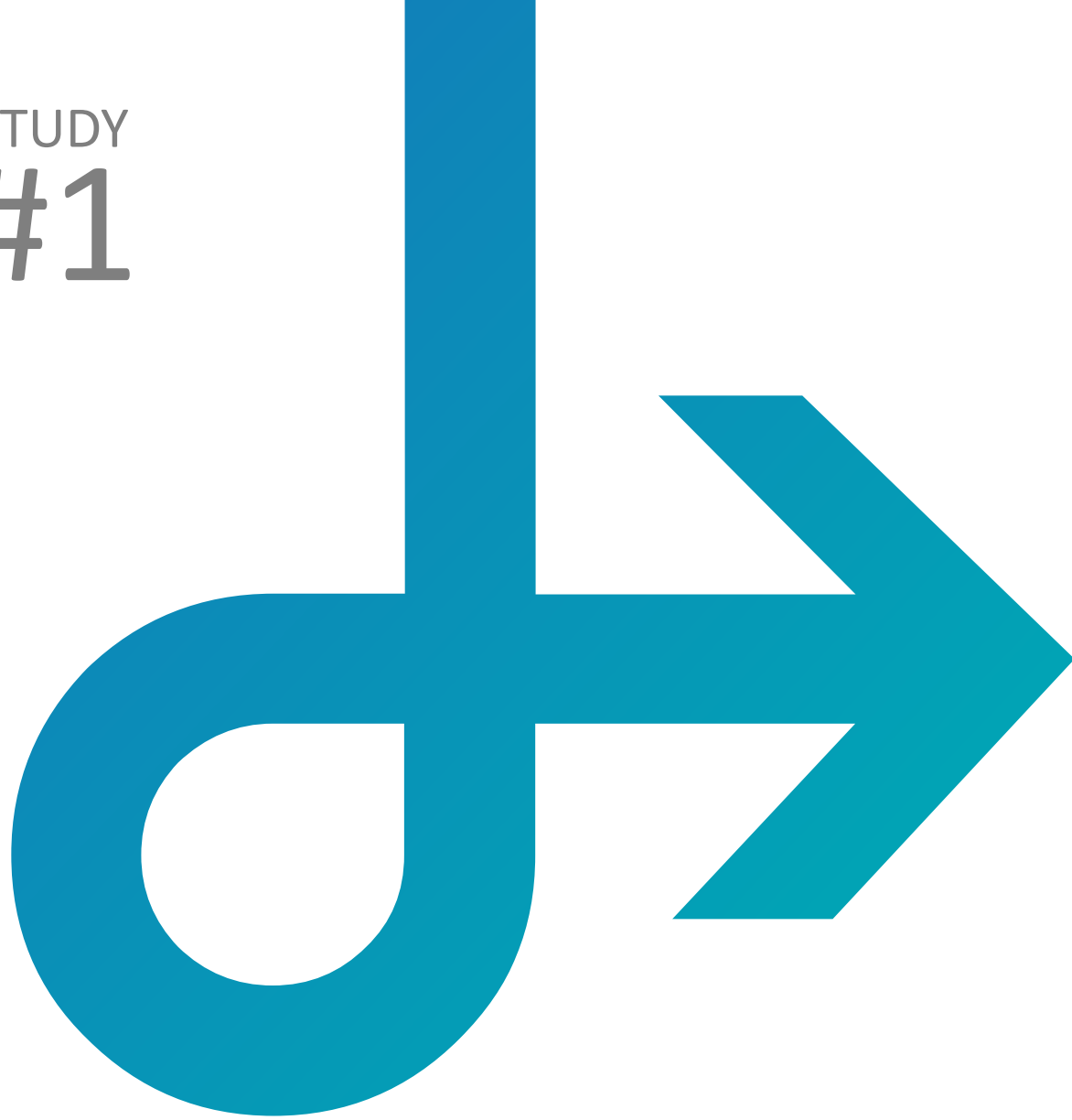
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STUDY  
**#1**



# How much would you pay?



**\$50  
gift card**

# How much would you pay?

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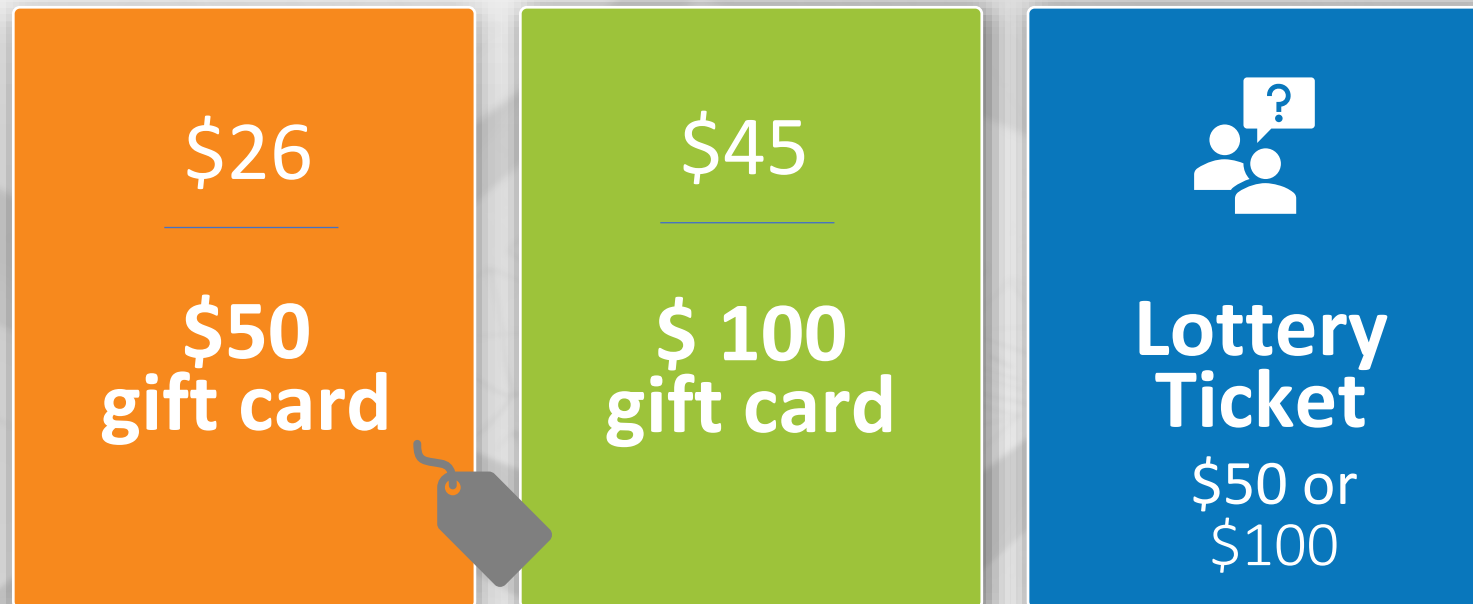
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Option	Price	Value
Gift Card (Orange)	\$26	\$50
Gift Card (Green)	\$45	\$100
Lottery Ticket (Blue)	?	\$50 or \$100

# How much would you pay?

Option	Price	Value
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Gift Card	\$45	\$100
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**The Uncertainty made the value of the ticket less**

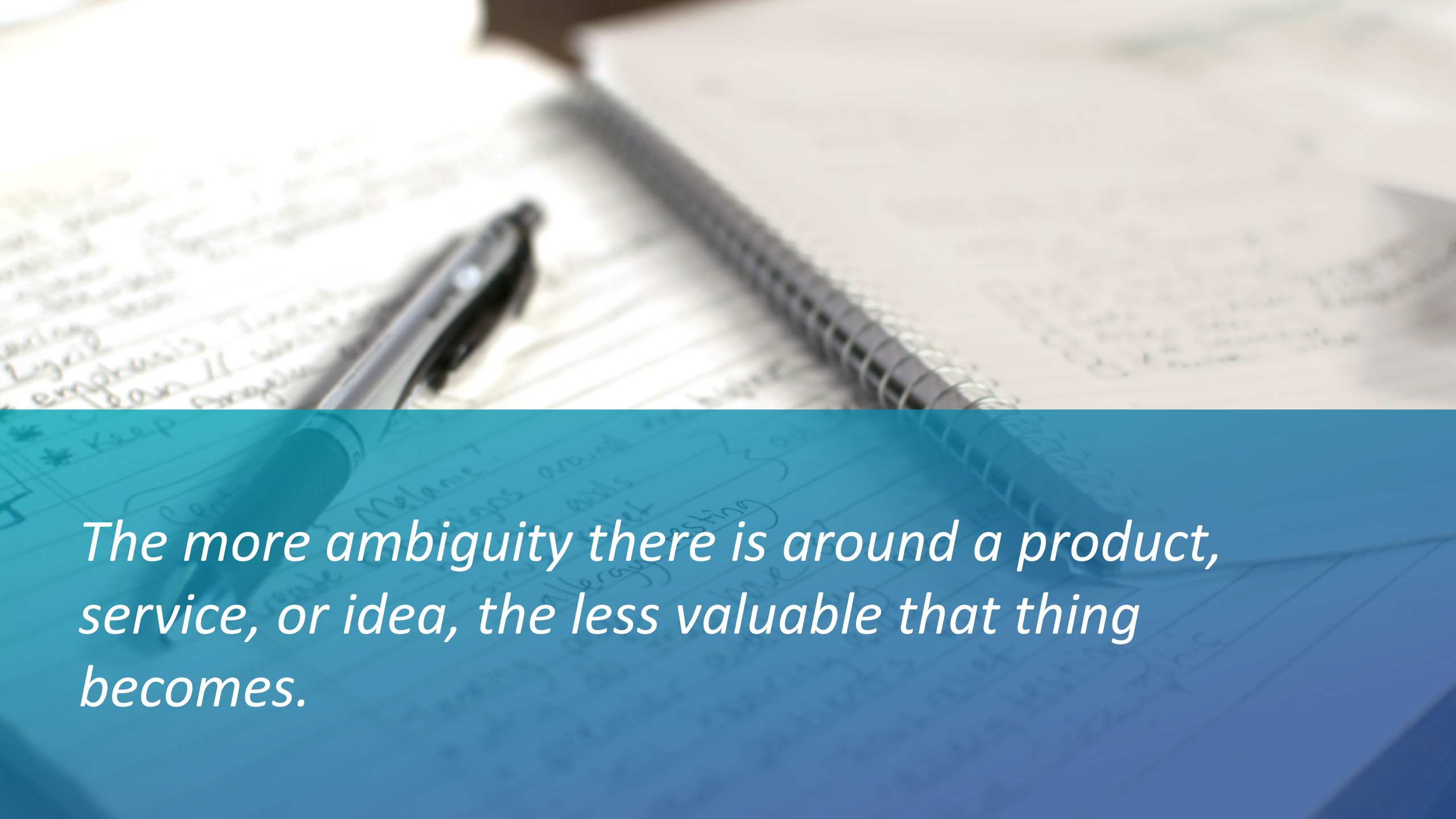




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# The Catalyst

HOW TO CHANGE  
ANYONE'S MIND



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*The offer expires tomorrow*

- Buy the vacation package
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A spiral-bound notebook with handwritten notes in cursive is shown. A black pen lies diagonally across the pages. The notebook is partially covered by a teal-to-blue gradient overlay. The text "Uncertainty acts like a pause button" is written in white, bold, sans-serif font across the lower half of the image.

Uncertainty acts like a pause  
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# Uncertainty

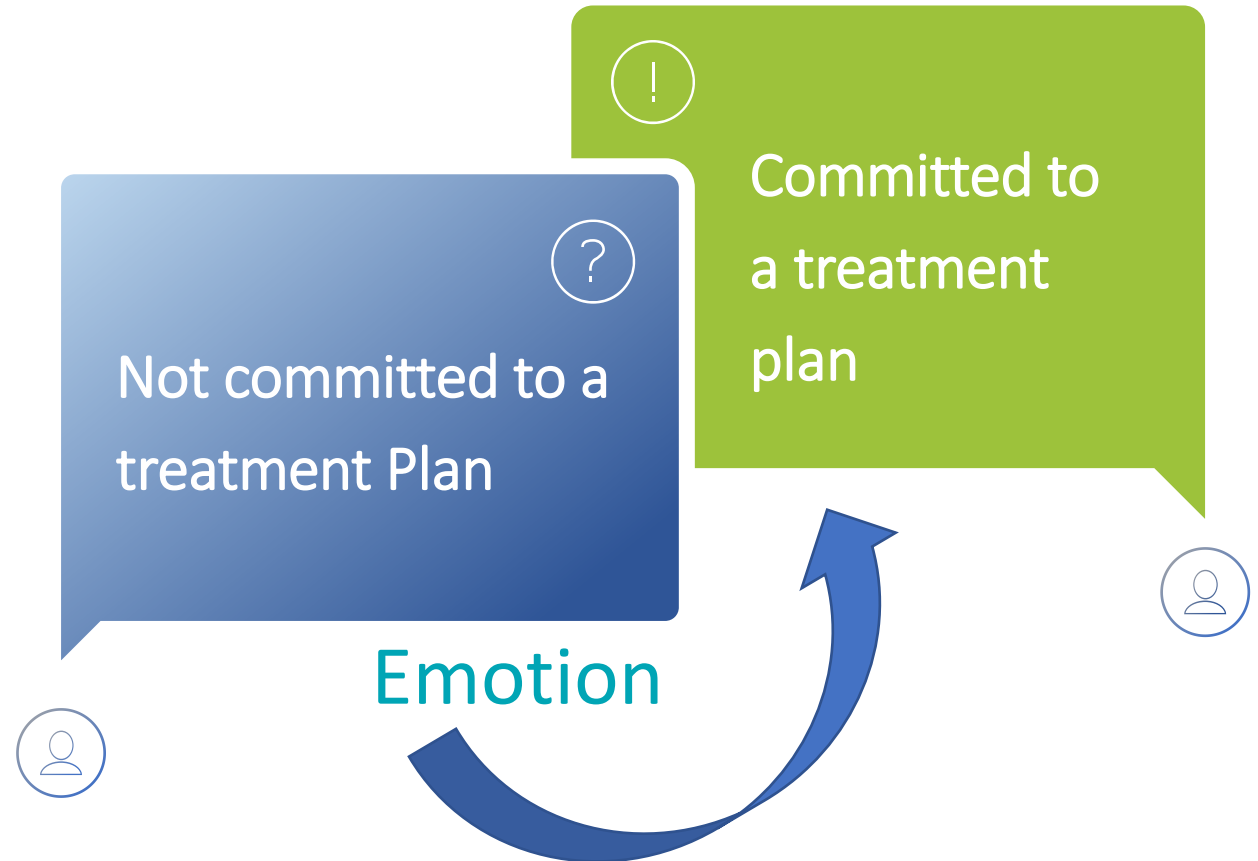
Surrounding wearing hearing aids

Let's go back to YOUR patient

## Something New

Almost always involves uncertainty. If it's not clear how much better something new will be...

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# Your Role



Reduce  
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If part of the plan of care includes recommending hearing aids – in the patient's mind that is a big change and they have to decide whether to take action

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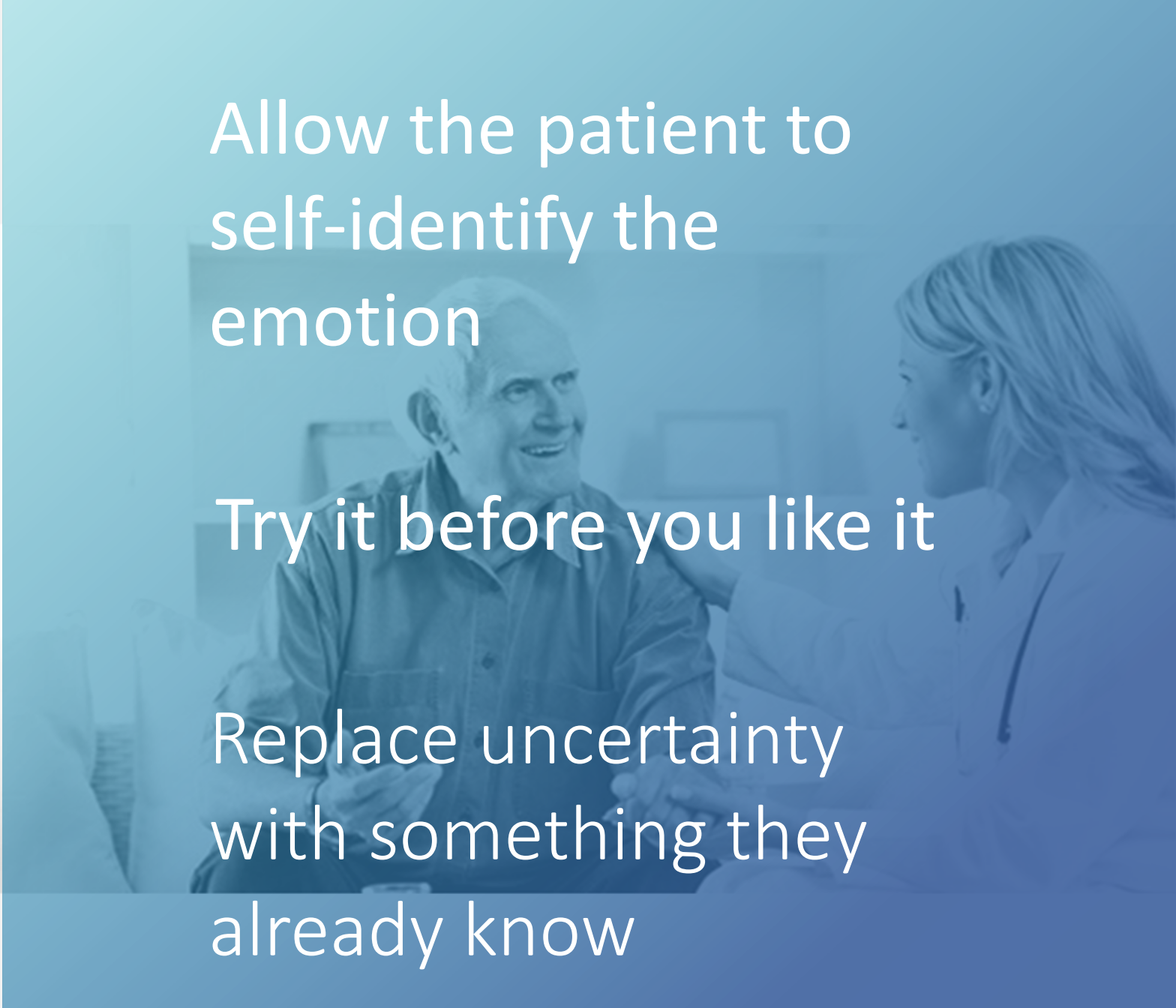
*Address the emotion first*

# Manage uncertainty



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Replace uncertainty  
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# reduced the barrier of uncertainty

Manage the uncertainty of change



**FUEL**  
MEDICAL

# Questions

Ask questions that puts the patient in the drivers seat for a test drive



1

How can you give the patient an opportunity to try something new to reduce the barrier of uncertainty?

2

Position the value for the patient so it is all about them.



# What have we learned



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drive decisions and  
motivate actions

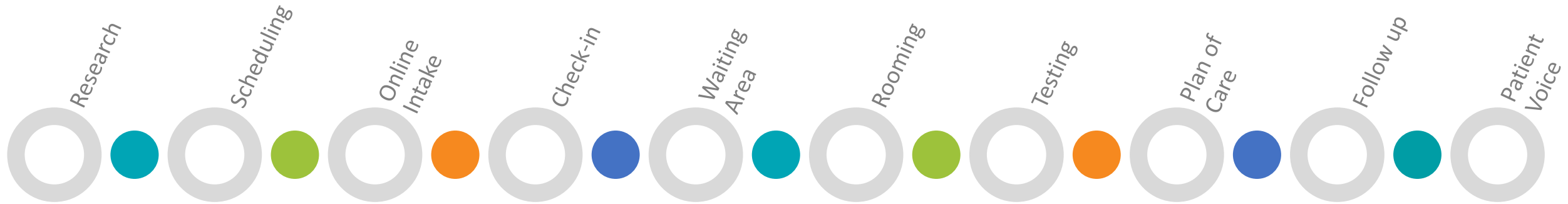
# Key Takeaways

E not L: Emotion trumps  
logic in the patient journey



# The Patient Journey Map

identify the phases of the journey



Start by identifying each phase of the patient Journey.

## Phase 1: Discovery

Our process includes visits to your location(s) to meet with your staff to diagram the patient flow and the processes patient encounters. We will NOT evaluate talent or process; the goal is to gain insight into what the patient is thinking and feeling along the continuum of care.

# The Patient Journey

collect data for each phase

## Phase 2: Assess

To gain a complete understanding of the current patient experience, we plot the patients' actions, thoughts, emotions and decision points, diagramming the patient journey specific for your practice. This provides insight into the positive and negative influences on the total patient experience.



### Hear

Greetings  
Information  
Conversations  
Directions  
Answers  
Tone



### Think

Concerns  
Focus  
Beliefs  
Internal dialogue  
Process information



### See

Signage  
Interactions  
Body language  
Visual information  
Collateral  
Activity



### Questions

Evaluation

- *What does this mean?*
- *What should I do?*

Process the unknown



### FEEL

Confident  
Confused  
Significant  
Certain  
Overwhelmed



# The Patient Journey Map

the outcome; what we learn



## Phase 3: Execute

We believe the bridge from insight to implementation is through purposeful patient engagement strategies and incorporating best practices designed specifically for your practice. We use the patient journey map to help your team work through obstacles, brainstorm new ideas and coach them on how to optimize practice performance with a focus on the patient.

A group of business professionals in an office setting, celebrating with their arms raised. The image is overlaid with a blue gradient. The word "Questions" is written in white text on the right side of the image.

# Questions

# Contact Us

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