Perfecting the Doctor Consultation

Jon Hoffenberg * President
John Berry * Sr. Director
Jon/john@YellowTelescope.com

Background

• Practice consultants – former PCCs and PMs
• Focus on improving in-office booking ratios
• Turnkey MBA for the practice
• Average single or two-doctor practice grew last year by close to $500,000
• Tested, proven – since 2008, over $100 million in office sales

Why Do Patient’s Sue?

• Analysis of claims tends to revolve around the precipitating clinical factors, such as a delay in diagnosis, incorrect surgical technique or medication error. However, the risk of complaint and litigation appears to have much more to do with predisposing factors such as our communication skills, sensitivity to patient needs and management of expectations, than the complexity of the patient’s condition, patient characteristics or technical and clinical skills.2-6
• Perhaps not surprisingly, negative communication behaviour increases litigious intent. A number of claims are instigated even though there is no evidence of medical negligence, suggesting other drivers make patients take action.
• Research findings suggest that precipitating factors alone in the absence of predisposing factors are unlikely to lead to a claim. So for two doctors who have been involved in identical adverse outcomes, their individual risk of litigation will be strongly influenced by the relative quality of their interactions with the patient. – MedicalProtection.org

Why Do Patients Complain?

• Lack of Time
• Bedside Manner
• Poor Staff
• Long Wait Times
**Service & Sales**

*How Do These Steps Avoid Complaints AND Improve Booking Ratios*

- Understanding the Steps to Making the Sale:
  - Rapport and Goal Gathering
  - Explanation of the expertise or quality of the product/service
  - Explanation of the product or service
  - All adding up to VALUE

- Value is the perception of what you get for what you pay. Factors that impact this:
  - Bedside manner
  - Background/education/perceived knowledge
  - Time spent
  - Quality of Staff & Efficiency
  - All of which adds up to the prior slide

*Be the 3rd Date*

- See our other talks or listen to our speeches on Doubling Booking Ratios at YellowTelescope.com

  - Initial Call

  - Pre-Consultation with trained PCC

  - Doctor Consultation

*Putting it All Together: Steps to the Doctor Consultation*

- **Get Prepped & Have a 3 Date System**

  - Sit Down – Duck on Water – 2-5 minutes

  - Ask Permission to Land

  - Sit Again and Provide a Clear Recommendation

  - If you were my son/daughter/sister/brother, I'd recommend ____

  - What questions do you have? You sure? None at all?

*Time*

- Feeling vs. Reality (Plane Rides, Books, Work)

- State of Flow (**Blink** by Malcolm Gladwell)

  - We Must Create an Illusion, a Feeling
Summary

• Done properly, the doctor consultation improves booking ratios by raising perceived value
• This works best when you are the 3rd, not 1st “date”
• Perceived value is grown while complaint and law suit risk is minimized by:
  • Relaxing & sitting down
  • Building rapport
  • Communicating Clearly
  • Ensuring all questions are answered

Questions?

• Stop by the booth – Jon, John, Jill, Ed
• info@yellowtelescope.com
• www.YellowTelescope.com or www.SEOverSite.com (100s of testimonials, past newsletters, past speeches, published articles, etc.)
• Complimentary email newsletter – sign up free on the site
• Complimentary podcast in iTunes/Google Play (search yellowtelescope)
• March/April issue of AE Magazine – read our article.

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