

PATIENT BUILDERS, INC.
PROGRAM PITFALLS

THESE SITUATIONS HAPPEN RARELY, YET MUST BE HANDLED PROPERLY.

WHEN A PATIENT BUILDERS PATIENT CALLS AND:

• **WANTS TO RESCHEDULE OR CANCEL**

SAY “1ST TIME APPTS ARE HANDLED (OR RESCHEDULED) @ THIS # 888-839-9370”

• **COMPLAINS ABOUT ANY ASPECT OF THE PATIENT BUILDERS CALL**

ALWAYS OFFER A SINCERE APOLOGY AND ALLOW THEM TO VENT. TELL THEM YOU WANT TO CORRECT OR SATISFY THEIR GRIEVANCE. GET THE NAME OF THE PERSON WHO CALLED THEM, THEIR NAME, AND PHONE NUMBER AND TELL THEM SOMEONE WILL CONTACT THEM A.S.A.P. Call Patient Builders IMMEDIATELY with information @ 888-839-9370.

• **ASKS ABOUT FEE’S**

(RESPONSE FROM COMMONLY ASKED QUESTIONS) “It’s really hard to quote you fees, because until you MEET with the doctor, we don’t really know what treatments you may need, IF ANY. Dr. Johnson will do everything he can to make care affordable should you choose to become a patient. We don’t turn people away who need care for reasons of finance. Let’s get you in for your complimentary services and find out what the doctor can do for you.”

• **ASKS INSURANCE QUESTIONS**

(RESPONSE FROM COMMONLY ASKED QUESTIONS) “There are so many different type of insurance and plans that I cannot verify insurance over the phone. **We do accept most kinds of insurance.** Just bring your insurance information in with you, and we’ll find out what is covered while you meet with the doctor. Of course, your consultation, spinal examination and x-rays are at no out of pocket cost to you!”

WHEN A PATIENT BUILDERS PATIENT SHOWS-UP AND:

• **SAYS “TOO MANY CALLS”**

(They do have too many calls! That’s what it takes to achieve our high show rate)

SAY “I’m sorry—those reminder calls are really for people that aren’t as responsible as you are. We’re so glad you made it; here’s your paperwork.”

• **SAYS THEY HAVE NO INTENTION OF BECOMING A PATIENT**

Treat them with hospitality and respect, give them the complimentary services. Mark as a show on the NEW PATIENT TRACKING FORM. (Do everything you can to educate them & change their mind)

• **WALKS OUT BEFORE THE DOCTOR SEES THEM**

Mark as a show on the NEW PATIENT TRACKING FORM. Note down the walkout somewhere on the form.

• **ARRIVES LATE OR EARLY**

SAY “Hi! We’re glad you could make it today! Here’s your paperwork—we’ll get you in just as soon as possible!”

(DO NOT REFERENCE THEIR LATE OR EARLY STATUS IN ANY WAY! TREAT THEM LIKE GOLD AND GET THEM IN AS SOON AS POSSIBLE)

**PATIENT BUILDERS, INC.
PROGRAM PITFALLS**

- **UNEXPECTED/NOT ON SCHEDULE**

Greet them, get their name, give them paperwork. (**DO NOT MENTION ANYTHING ABOUT THEM NOT BEING ON THE SCHEDULE!**) Call Patient Builders immediately.

- **WITHOUT CANNED FOOD**

Greet them, give them paperwork, and SAY “That’s okay—just bring the canned food with you next time!”

- **WITH SOMEONE ELSE WHO WANTS FREE SERVICES ALSO**

Get the extra person’s name, give them paperwork, and tell them you’ll be happy to squeeze them in as soon as possible. Call Patient Builders with the new person’s name immediately.

- **SAYS THEY WERE PROMISED A FREE ADJUSTMENT**

SAY “Oh no! That’s not right—we offer ONLY a free consultation, free spinal exam, and the free x-rays (very serious) **LET ME GET THE NAME OF THE TELEMARKETER WHO PROMISED YOU A FREE ADJUSTMENT, AND THEY WILL BE IMMEDIATELY TERMINATED!**”

(They will almost always back down. WE NEVER, EVER PROMISE A FREE ADJUSTMENT.) Call Patient Builders.

- **ASKS INSURANCE OR FEE QUESTIONS BEFORE SEEING THE DOCTOR**

“We do accept most kinds of insurance. If you’ll give me your insurance information we’ll find out what is covered while you meet with the doctor. Of course, your consultation, spinal examination and x-rays are COMPLIMENTARY!”

- **HAS TO WAIT MORE THAN A FEW MINUTES AFTER PAPERWORK BEFORE SEEING THE DOCTOR**

Be entertaining, fun, witty, attentive, warm, hospitable, etc., etc. Apologize only occasionally, and only if it goes past 10 minutes or so. Take some time and get to know them better. Process them as quickly and cheerfully as possible.

- **WON’T COMPLETE PAPERWORK**

SAY “Oh, no problem. We’ll get you right in.” (Some people are very cynical and suspicious. Yet, some of these people become great patients once you have won them over.)

- **SAYS THEY HAVE NO COMPLAINTS OR SEEMS NOT TO QUALIFY**

Process them as quickly as possible. Give them the complimentary services and treat them like gold. (**DO NOT ASK THEM “WHY ARE YOU HERE?”** They have shown up, they were set just like any other appointment.) They do qualify if they go to you. Call Patient Builders for more information on the patient.

- **ARE ON “ACCESS” or Medicare or Medicaid**

GET A COPY OF THEIR ACCESS/MEDICARE/MEDICAIDE CARD, AND FAX IT TO PATIENT BUILDERS. **WE MUST HAVE THIS COPY TO CREDIT YOUR ACCOUNT !**

- **WHEN YOU MUST BLOCK A TIME ON THE SCHEDULE AND WE ALREADY HAVE AN APPOINTMENT SCHEDULED FOR THAT TIME:**

The appointment must be honored or paid for. Please notify us of your decision A.S.A.P., so we know how to handle it.

- **ALWAYS TELL THEM THAT THE REPORT OF FINDINGS IS PART OF THE FREE SERVICES.**