

ANCILLARY SERVICES SYSTEM OVERVIEW -

The reason most patients don't purchase more elective or ancillary services from your practice is because they don't know you offer them. We'll help you educate your patients on these services in a way that adds value to the relationship. It only takes a few sales of these items per month to make a big difference to your overall profitability. The promotion cards educate patients and give them incentives to take advantage of your elective and ancillary services.

WHAT'S INCLUDED:

- 1,000 Branded Promotion cards
- System Service and Offer Strategy
- Professional copywriting
- Professional graphic design
- Training Discovery
- Staff Patient Experience Training
- Monthly Accountability & Follow-up
- Re-training as necessary

Referral Card Samples



TRAINING OVERVIEW:

- 1. Discovery:** We analyze your current internal patient experience, (from arrival to departure), suggest and verify strategy, identify an internal accountability person, as well as preview the training to ensure compatibility.
- 2. Method:** We train over the phone using a slideshow screen share. This is an effective process that is interactive. We have over 10 years experience and over 95% positive feedback on our trainings.
- 3. What's Covered:** Patient Experience Training focuses on both increasing sales of ancillary items to existing patients and improving the overall patient experience. An increase in ancillary sales is accomplished by helping team members recognize perceived needs/wants with current patients and then by educating them on available options. Includes training on how to use the promotion cards as part of the process.
- 4. Follow-up:** After the training the slideshow and a resource kit are sent to the practice. Each month we will follow up on the training to hold the practice accountable and establish good habits.
- 5. Re-training:** If needed, we will re-train employees or work with them to overcome any issues. We will also train new hires as needed. This is available throughout the duration of the contract.

GROWTH IMPACT

- Increase per patient revenue and profitability
- Increase loyalty