

# Irresistible Offer

## Setup (Bigger Context)

### 1. Identify the Big Industry Change

The shift towards digital, user-friendly scheduling solutions akin to OpenTable or Expedia.

Growing demand for integrated systems that enhance operational efficiency and patient satisfaction.

### 2. Define What's at Stake if the Customer Does Nothing

**For Providers:** Continued inefficiency, patient leakage, and dissatisfaction. Also increased staffing demands, unscheduled procedures and resulting missed revenue.

**For Patients:** Frustration due to inconvenient scheduling and service delays.

### 3. Tease the Promise of a Better Way

A streamlined, integrated, and patient-friendly scheduling experience that reduces inefficiencies and enhances satisfaction.

## Confrontation (Breaking the Old Way)

### 1. Identify the Current Alternatives

Manual scheduling systems

Incompatible, patchwork digital solutions

EHR scheduling systems with email scheduling queues, and scheduling activities completed by workers

### 2. List Customer Frustrations with Existing Solutions

High administrative workload for providers

Poor patient experience and high chances of errors

Unscheduled procedures, resulting in delays in diagnosis or care, missed revenue for provider, and potentially provider liability

### 3. Break the Old Way as a Viable Alternative

Highlight the flaws and limitations of these outdated methods in the face of modern-day technological advancements and expectations.

Highlight administrative burden, missed revenue opportunities, and legal liability of not getting procedure scheduled

## Resolution (Demo the Better Way)

### 1. Demonstrate How the Solution Overcomes these Frustrations

Features like seamless EHR integration, intuitive user interfaces, and automated scheduling.

Provider-customized rules-based scheduling that ensures scheduling sequences, preparatory time and info are included and communicated

### 2. Ensure the Demo is Real, Concise, and Persuasive

Clear, simple demo that illustrates the ease of use and the time-saving benefits.

## Call to Action (Ask for the Switch)

### 1. Craft Your Offer Ask

Encourage early adopters to sign up for exclusive access or a discounted initial period.

### 2. Position Your Pricing Logically

Comparative savings and efficiency gains over current systems to justify the price.

### 3. Clarify Next Steps for Engaging Prospects

How to sign up, what to expect during onboarding, and support for a smooth transition.

## Irresistible Offer Meta-Script

### 1. Opening - Setting the Stage:

"In a world where patients increasingly demand convenience and healthcare providers seek efficiency, the scheduling process has become a critical touchpoint. Imagine if scheduling healthcare appointments could be as easy and user-friendly as making a dinner reservation on OpenTable or booking a flight on Expedia."

### 2. Problem - Highlighting the Pain:

"Traditional scheduling systems are plagued with inefficiencies. Providers face high administrative overheads, while patients grapple with a clunky and frustrating experience. This results in patient leakage and lost revenue opportunities."

### 3. Promise - Introducing Your Solution:

"We offer an AI-driven scheduling platform that integrates seamlessly with existing healthcare systems, delivering a user-friendly experience that's efficient for both providers and patients. Reduce errors, save time, and enhance patient satisfaction."

#### **4. Proof - Demonstrating Your Solution:**

"Our platform has proven to cut scheduling times by 50% and decrease no-show rates by 20%. It's already being embraced by forward-thinking providers who are seeing tangible improvements in their operations and patient feedback."

#### **5. Pitch - Making the Offer:**

"Join us as an early adopter to transform how you manage appointments. Sign up now for exclusive access and take advantage of our special introductory pricing. You'll not only stay ahead of industry trends but also re-engage patients in a more meaningful way."

#### **6. Close - Encouraging Immediate Action:**

"Spaces are limited for our introductory offer, so act fast to secure your spot as a pioneer in revolutionizing healthcare scheduling. Let's take healthcare to the next level together."

#### **7. Objections - Preemptively Addressing Concerns:**

"We understand change can be daunting, which is why we provide full onboarding support and 24/7 assistance. With seamless integration and continuous updates, your transition will be smooth and impactful."