

## Poor Standings for HSPP Patients

Our goal is to make sure that everyone who signs up for HSPP has their investment protected.

When our patients need us and want to use their Protection Plan, we want to make sure that our response is, "Great, I can assist you with that!"

### Steps to maintaining a successful HSPP Program:

#### **1) Your Poor Standings should be checked daily.**

This process ensures that your patients have updated payment information on file so when the time comes that they need to use their Protection Plan, they can. So often, people have a suspended credit cards because it is expired, or they changed it due to fraud. This also gives you an opportunity to get them an appointment if needed.

#### **2) Make notes in both Fusebill and in Sycle.net.**

Copy and paste these notes over. Make sure that you notate the date, why you called, your initials and the outcome in Sycle. Fusebill will automatically capture that data.

*Example*

*8/19/2019- JS called LM to update CC for HSPP*

**Or**

*8/19/19 – CMO called and updated CC for HSPP*

#### **3) Follow the Script**

The best time to call the patients is **between 10AM-11:00AM.**

When you call you're going to say:

*"Good Morning Mr./Mrs. \_\_\_\_\_. This is \_\_\_\_\_ calling from the \_\_\_\_\_ Miracle-Ear location! I am just calling to update your Protection Plan account. The supplemental warranty for your Miracle-Ear hearing aids. It looks like that you have a new credit card. I would be happy to assist you in getting that updated. (The patient is usually already getting ready to read the card numbers to you.)*

**Or... if you know the card is expired**

*"Good Morning Mr./Mrs. \_\_\_\_\_. This is \_\_\_\_\_ calling from the \_\_\_\_\_ Miracle-Ear location! I am calling to update your payment method for the Protection Plan. It is the supplemental warranty for your Miracle-Ear hearing aids. According to our record the card we have on file expired on \_\_\_\_\_. I would be more than happy to assist you with getting your account updated. (Be patient and pause for a response.)*

#### **4) Overcoming Objections**

- If they don't like their HA's-  
*"I'm sorry to hear that, let's get you an appointment scheduled so we can find a solution for you."*
- If they don't see the value of HSPP/Want to cancel-  
The value in the coverage not the batteries.
  - *Explain the 25% deductible of the total cost of your patient's investment is \_\_\_\_\_. The \$14.95 covers that cost. (Remember to keep it simple.)*
  - Batteries can be bought anywhere, the replacement or repair supplemental warranty cannot.

**OR- you can use a personal story that you have heard to convey the importance of the Protection Plan.**

- They're deceased-  
*"I am so sorry for your loss; I will get you taken care of and discontinue your subscription If there is anything else I may further assist you with please let me know ."*
  - To cancel an account the patient's name and Sycle ID number need to be emailed to [jessicasmith@miracle-earnw.com](mailto:jessicasmith@miracle-earnw.com).