

Activation Training

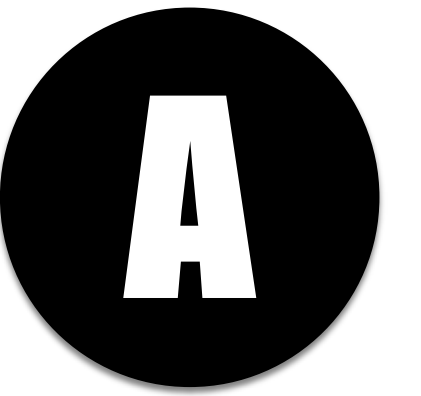
“Converting Callers, Creating Loyalty and More!”



“People may *hear* your words, but they *feel* your attitude.”

—John Maxwell

1) The Call to Schedule



Physical therapy, can I help you?

Sure, what's your name?

Hi David, my name is Sarah. Nice to meet you.

Hi, I'd like to schedule an appointment.

David Doe.





Tell me **what's wrong**. How can we help?

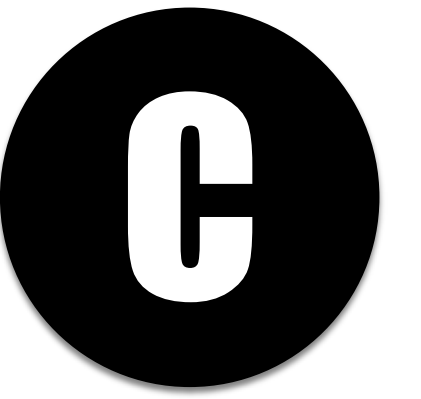
How bad is it, a little, medium or a lot?

I'm sorry to hear that, David...

My back has been bothering me...

It's getting kinda bad lately, especially after I sit.





WHEN did it start?

It started a few years ago after a car accident.

How did it start?

I'm not sure. I mean I work a lot but I haven't done anything.

You mentioned that sitting makes it worse. Is there something you **really want to** do but can't?





That's **horrible**
David.

It definitely sounds like **you**
are a good candidate for
our services.

Are you looking to get in right
away, or can you wait a few
days?

Well, the biggest issue is
that I sit a lot at work and
sometimes it gets
unbearable.

D

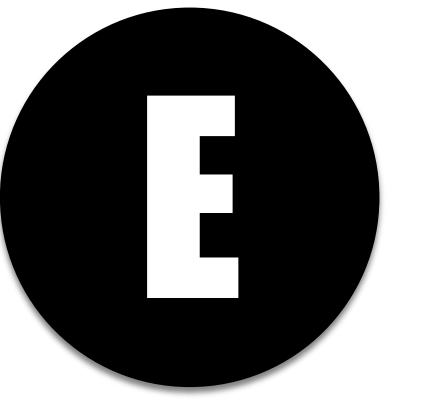


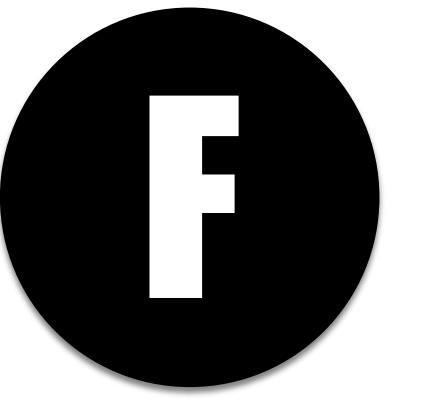


Let me see what I can do for you.

Hold on a minute and I'll be right back.

I would like to get in as soon as possible.





Great news David, I can get you in _____!

I have 11am or 2pm available, which do you **prefer**?

Ok, I got you down for ____ at 2pm. What's your **Cell Phone or Email** and I'll send you the confirmation and a link to our "Getting Started Video"?

I'll take the 2pm.





Got it!

I will be sending you a link to our “Getting Started” video for new patients so watch out for that.

[View sample here.](#)

Do you know where we are located?

My email is _____.

G





Ok, great. The map is also on the link I will send.

Make sure to watch the video. See you soon!

Yes, I do.



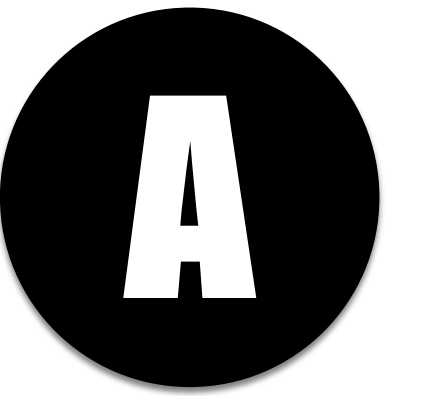
H

FAQ's

“The right words at the right time can heal, inspire and motivate.”

—James Ko, PT

FAQ's



Do you take my insurance?

We take most all insurances.
What's your insurance?

Remember, all PPO's have "Out-of-Network" benefits.
Never say "We don't take that insurance."

I have ____ PPO.



If you DO participate...



Yes, we participate with that plan.

Do you know your co-pay and deductible info?

No, I don't.

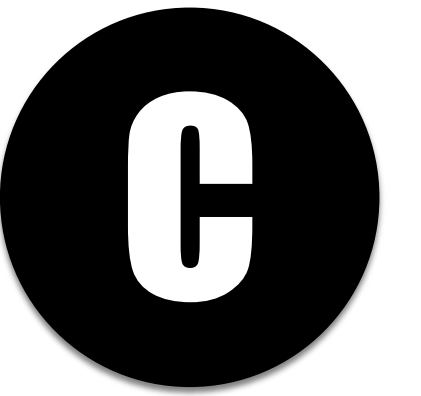


It's up to each clinic to have a policy on what to do next.

Word-of-Caution: If you routinely check patient benefits but don't deliver the news and send them an unexpected bill 2-months after discharge, it hurts you more than you know. If you deliver the bad news by phone, you quite probably will lose the patient. If you deliver the bad news at intake, it hurts you in the long-run. The best solution is in the next slide...

FAQ's

If you DO participate...



Ok, then this is what you do, _____. Do you have a pen handy?

Call the number on your card and ask for your Deductible and Co-pay for an "In-Network" provider. Then call me back with that info.

If for any reason, you feel the cost of care will be too high, *don't worry*. Just call me and I will make sure to make it very affordable for you, guaranteed. I have special programs available and I don't let finances get in the way of my patients getting better.



Talk to them in the "I" not "we". People trust people not companies. Take control and win their trust.

If you Do NOT participate...



Yes, you have benefits in your plan that covers our services.

Do you know your co-pay and deductible info?

No, I don't.



If you Do NOT participate...



Ok, give me the information and I'll find out for you and call you back.



Talk to them in the "I" not "we". People trust people not companies. Take control and win their trust.

If you Do NOT participate...



Hi David, great news!

*Your cost of care will be as little
as...*



Talk to them in the "I" not "we". People trust people not companies. Take control and win their trust.

“What will you do?”

What will you do?



If this question is asked **after** you have already defined their condition, proceed. If not, then ask “what is wrong? when did it start? etc.

We have a variety of revolutionary treatments available and the therapist will apply the one's most appropriate for you. Patients love it and you will feel better the very first session. Many are done within ___ sessions.



2. Call for Event Sign-Up



Physical therapy, can I help you?

Ok great. What's your name?

Hi David, my name is Sarah. It's nice to meet you.

I'm calling to signup for your ___ event that's coming up.

David Doe.





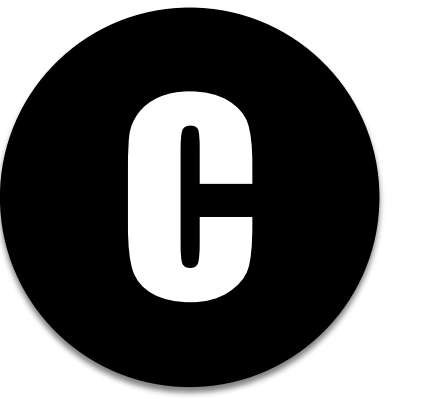
How many spots did you want to reserve _____?

Just myself.

Got it. What's the best email to send you the confirmation and link to the introduction video?

It's _____.





Ok, got you down for ___ spot(s) on ____
(day), _____ (date) at ____ (time). Yeah,
it's a great event. People really love it.

Ok, great thanks!

Remember David, it's free for you
and a guest so make sure to invite
someone you know.
Just call me with their name.

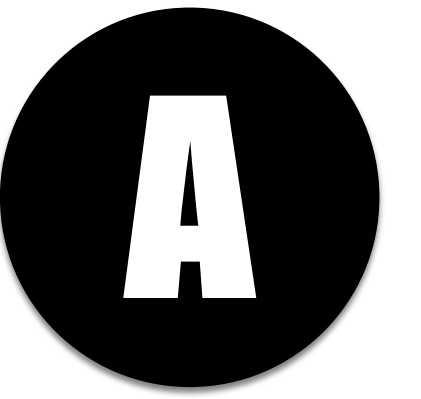


Got it!

3. Call for More Information

“You get one chance to make a first impression. Make it count.”

—James Ko, PT



Physical therapy, how can I help you?

Ok great. What's your name?

Hi John, my name is Jane. It's nice to meet you.

Yeah hi. I'm calling to get some information.

John.





Tell me what's wrong. How can I help?



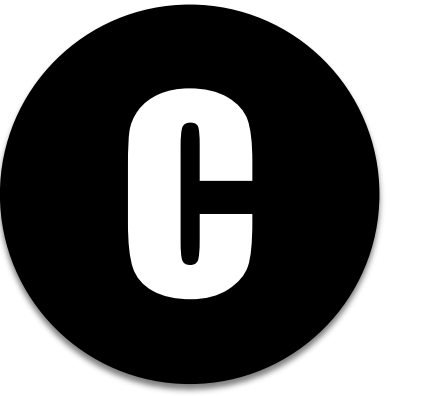
Well, I'm currently seeing a chiropractor for my back, and I've already had an injection, will this help me?

Well, how bad is it, a little, medium or a lot?

It's medium to a lot all the time.

Ugh...that's horrible. How did it start?

I was in a car accident a few months ago and...



What kind of things are you unable to do John?

A lot of things. It's hard getting out of bed in the morning. Even sitting makes it worse, and ...

You are definitely a candidate for our services. We treat people with this condition all the time. Do you have any concerns about getting started?

Well,...how much would it cost? And will my insurance cover this?





The cost can range from \$37 to \$87 per session depending on the complexity of your condition. Most feel better the very first session and are done within 6 sessions.

Most health insurance plans have benefits toward our services so it should be no problem.

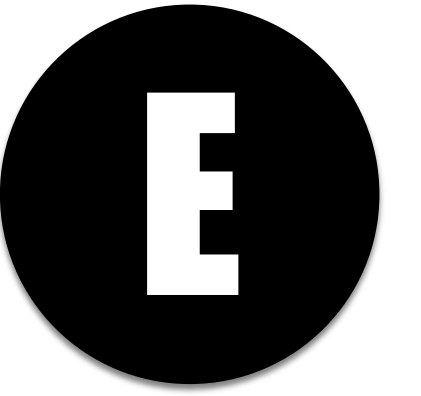
Do you want to secure an appointment?

Well, let me talk to my wife and I'll get back with you.

Sure, I completely understand. May I ask you a quick question?

Sure.





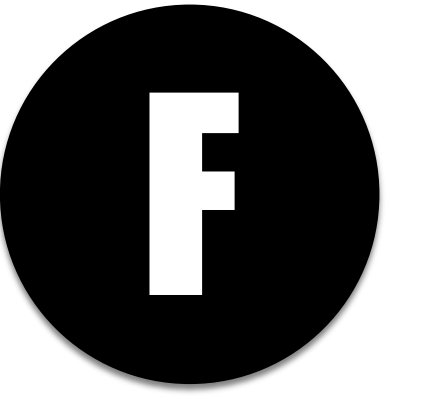
Did you have a concern that I did not address?

No, you were very thorough thanks.

Thank you. Since I do have you on the phone, I recommend at least securing an appointment, that way you have one, and if you need to cancel it you could always call me back. Would you like to do that?

Sure.





Ok, are mornings or afternoons better for you?

Could I do Thursday morning?

Let me find out for you. Was there a time that worked best for you?

8am if you have it.

Okay, let me see what I can do and I'll be right back.



(Go to 1F for the closing script)

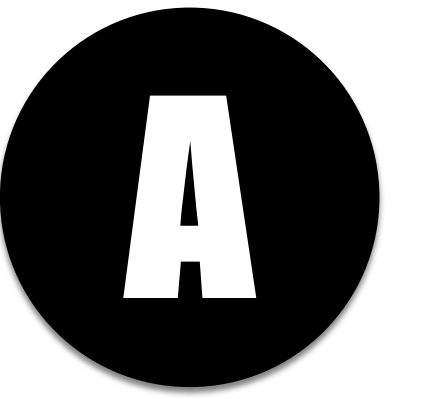
Situations

“People in pain can be difficult. Your job is to put them at ease.”

—James Ko, PT

Situations

The “Impatient” Patient When You Are Full



Are you looking to get in right away, or can you wait a few days?

I'd like to get in right away.



Situations

The “Impatient” Patient When You Are Full

B



Is there a reason WHY you need to get in right away? Because you are not categorized as an “urgent” patient, **which is a good thing trust me?**



If their reason is GOOD, get them in by rescheduling someone else.

If it's NOT good, tell them, “I'll see what I can do.”

Situations

I didn't have to pay my co-pay at the last place.

A

Really?! Did you complete a "Financial Hardship" application with them? Because unless you qualify for financial hardship, it's actually a violation of federal law to waive co-pays. And we don't like to put ourselves or our patients into that kind of legally precarious position. Did you want the application?



Situations

You instruct them to call and get their benefit info and they say...

A



Isn't that YOUR job?

I'd be more than happy to help you if you need assistance.

What part did you need help with, the dialing part or the asking part?



VERSION "A"

Situations

You instruct them to call and get their benefit info and they say...

B

Isn't that YOUR job?

Well, I'd be more than happy to assist you; it's just that the member gets access to the most accurate information and it helps to avoid you getting any unexpected bills later.



VERSION "B"

Situations

I have to pay that every single time?!

A

Are you undergoing any financial hardship?
Because if you are, you can apply for a financial hardship discount. And if you qualify, we could legally discount your co-pay. Would you like the application?





Activation Quiz

Quiz - 30 questions

Last Modified: Aug 09, 2017 at 04:30 PM

PROPERTIES

- On passing, 'Finish' button: [Goes to Next Slide](#)
- On failing, 'Finish' button: [Goes to Next Slide](#)
- Allow user to leave quiz: [After user has completed quiz](#)
- User may view slides after quiz: [At any time](#)
- Show in menu as: [Multiple items](#)



Edit in Quizmaker



Edit Properties