

# Creating the New Patient “WOW” Experience.

## Showcase the best of your practice.

### Exceed Expectations

With a focus on retaining new patients, you will implement strategies designed to create a WOW experience from a new patient’s initial contact going forward, to stand apart from other practices by using a more intimate service approach and to encourage new patients to refer family and friends immediately.

### Learn and Implement

Mercer Advisors works directly with you and your team, to:

- Impart a strong sense of team ownership and understanding of the vital role each member plays as ‘practice ambassador’
- Introduce language skills for phone and face-to-face conversation, proven to welcome and interest new patients in your philosophy of care
- Showcase your practice in ways that present the maximum WOW factor to new patients
- Implement scheduling tactics designed to build maximum value for your services
- Conduct comprehensive oral exams that foster trust and credibility, increasing the probability of retaining each new patient
- Reinforce the language skills to be utilized with each patient to encourage more referrals

### Our Comprehensive Approach

Prior to the onsite visit, your Mercer Advisors Certified Practice Analyst will conduct a clarification call with you and will make a ‘Secret Patient’ inquiry call to your practice. For our 360° Planning® clients, the analyst also meets with your practice consultant to review practice progress and challenge areas from the consultant’s point of view.

The analyst then spends three consecutive days at your practice, introducing and reinforcing behaviors and attitudes designed to attract and retain new patients, all the while exceeding their expectations at each point of contact.

The **Foundation Series** consulting modules encompass a succession of topics designed to address the core systems and operations within your practice.

### § Creating the New Patient “WOW” Experience

Retaining Patients for Life

Increasing Case Acceptance

Increasing Practice Production Using Strategic Scheduling

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**Format: 3-day onsite consulting module**

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The analyst begins by observing the practice in motion and assessing current systems, then meets one-on-one with the doctor and associate to clarify established goals and objectives for the visit. The balance of the visit is spent introducing strategies, conducting training, facilitating discussions and feedback sessions, all the while providing hands-on group and individual coaching.

The visit concludes with training on methods for tracking your strategy effectiveness through the measurement of behaviors. The training also covers best practices for analyzing this data to determine if any course-correction is needed in order to achieve your vision.

### Your Expert Tool Box

To assist you in effecting positive and meaningful change within your practice, you will receive the following customized support tools, designed specifically to reinforce your implementation of a successful and satisfying growth initiative:

- A written vision for success to drive the strategies introduced, build team alignment and gain consensus
- Strategy workbooks, step-by-step guides and sample language scripts for reference as you implement your new strategies
- A detailed Implementation Report of the visit, which includes a summary of actions taken and decisions made, a recap of the onsite visit and future recommendations for achieving your vision
- Two follow-up consulting calls\* to support the strategies learned and the coaching received during the onsite visit

*\*Mercer Advisors 360° Planning clients receive on-going coaching as part of their web-based sessions with their Practice Consultant.*

## Valued Patients Refer More New Patients

By establishing a patient-centric culture within your practice and ensuring a WOW experience during every interaction, you can protect, enhance and fully realize both the intrinsic human capital and financial capital within your practice.