

## Managing Patient Issues

### 1 Hour ABO Non-Technical

Abstract: Patients are in our office daily, but how many of them never come back? What about the office drives them to that decision? Sometimes they come back but we feel like they are being difficult on purpose. There are ways to address these issues and be able to turn a dissatisfied customer into a lifelong patient.

#### Objectives:

1. Identify the most common reasons patients stop doing business with businesses.
2. Describe ways to diffuse a difficult patient.
3. Recall ways to avoid patient dissatisfaction.

#### Outline: (60 mins)

- i. What are patients saying about you? (5 mins)
  - a. How are online reviews perceived by future patients?
  - b. How to respond so that they understand you care.
- ii. Why do patients stop doing business with us? (5 mins)
  - a. How to be customer-focused
  - b. How to address the thoughts of what they think will make them happy
- iii. What does patient satisfaction look like? (5 mins)
  - a. Do you remember the good or the bad?
  - b. How does their experience negatively impact your business?
  - c. What is the influence of that customer on those around them?
- iv. What do you think is acceptable quality levels for a business? (10 mins)
  - a. What happens if the quality level drops in other industries?
- v. Difficult patients are inevitable. (10 mins)
  - a. What is the process the patient expects.
  - b. Listen
  - c. Reflect
  - d. Solve the problem.
  - e. Follow up.
- vi. Can you avoid patient dissatisfaction altogether? (5 mins)
  - a. Anticipate needs.
  - b. Be available.
  - c. Exceed expectations.
  - d. Learn from experience.
- vii. Give them a Pickle (10 mins)
  - a. What makes you stand out?
  - b. What is your pickle?
- viii. Customer Service Trivia (5 mins)
- ix. Conclusion (5 mins)

