

**“HOW-TO” SERIES**  
BY RESPONSE MINE HEALTH

# Call Handling for Maximum New Patient Growth

How to model, manage and audit your call handling for maximum growth in health and wellness industries.



[www.responseminehealth.com](http://www.responseminehealth.com)



**GROWING YOUR CUSTOMER BASE  
THROUGH BETTER CALL HANDLING**

From operational tactics to setting expectations to objection handling, Response Mine breaks down the best practices for health and wellness call centers.



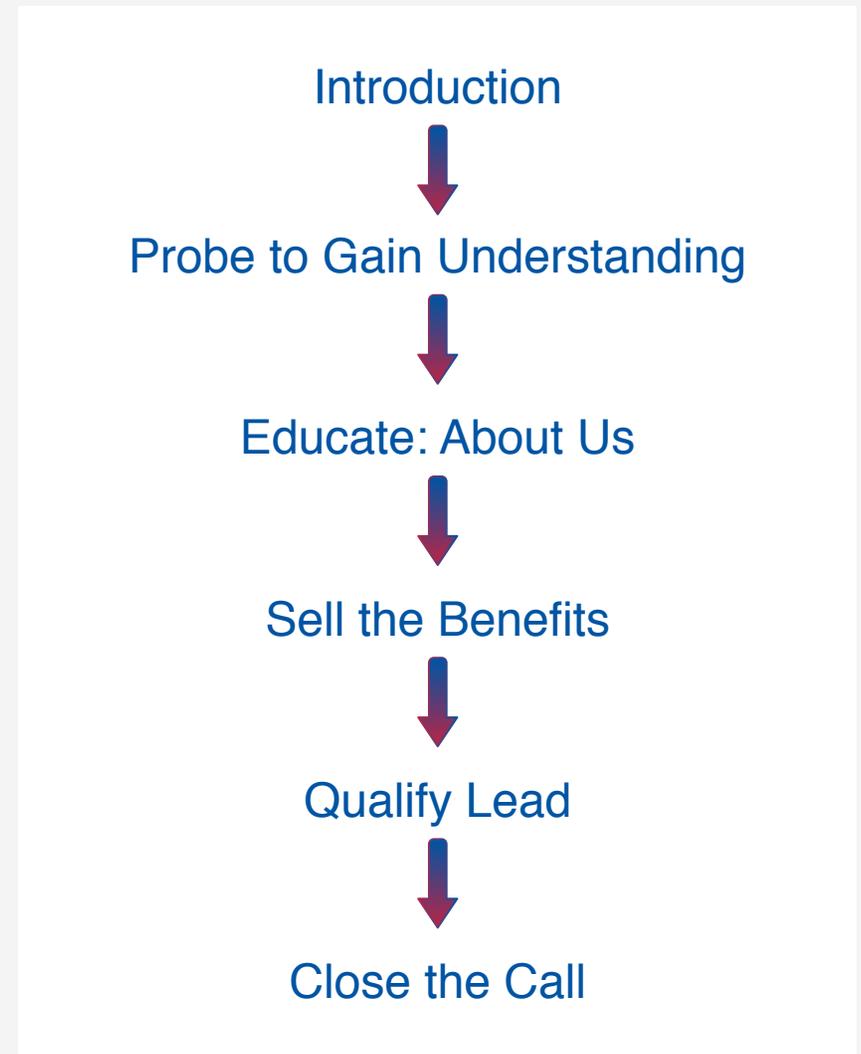
## Call Flow Model

The call flow model and scripting are used to ensure that the fluidity of the call is concise and that all main points are covered to properly qualify the patient. Ensure HIPAA compliance and a smooth transfer to a network partner.

Although scripting should never be read verbatim, it is necessary to include specific information at various steps of the call flow.

While handling calls, you will be expected to engage in a two-way conversation with each caller. This will help establish trust, demonstrate knowledge and most importantly, allow you to represent the organization you represent as a professional agent. During *each step* of the call flow there is a set objective you much strive to achieve during every phone call.

On a consistent basis, agents should have meetings with their supervisor for a call review. During these meetings agents will have the opportunity to listen to their calls and discuss their call flow. The objective of the meeting is to ensure the agent conversation aligns with the call flow.



# Patient Interaction Expectations

Aside from the flow of the call, all call center representatives should understand the importance of their roles and the impact they have on the growth of the businesses they represent.

For instance, Response Mine Health has shown that by bringing a call center in-house, our clients' conversion rates can increase by >10%, resulting in hundreds of thousands more dollars in revenues for our clients. This is due, in large part, to ensuring the call center representatives know just how important their roles are in growing new business.

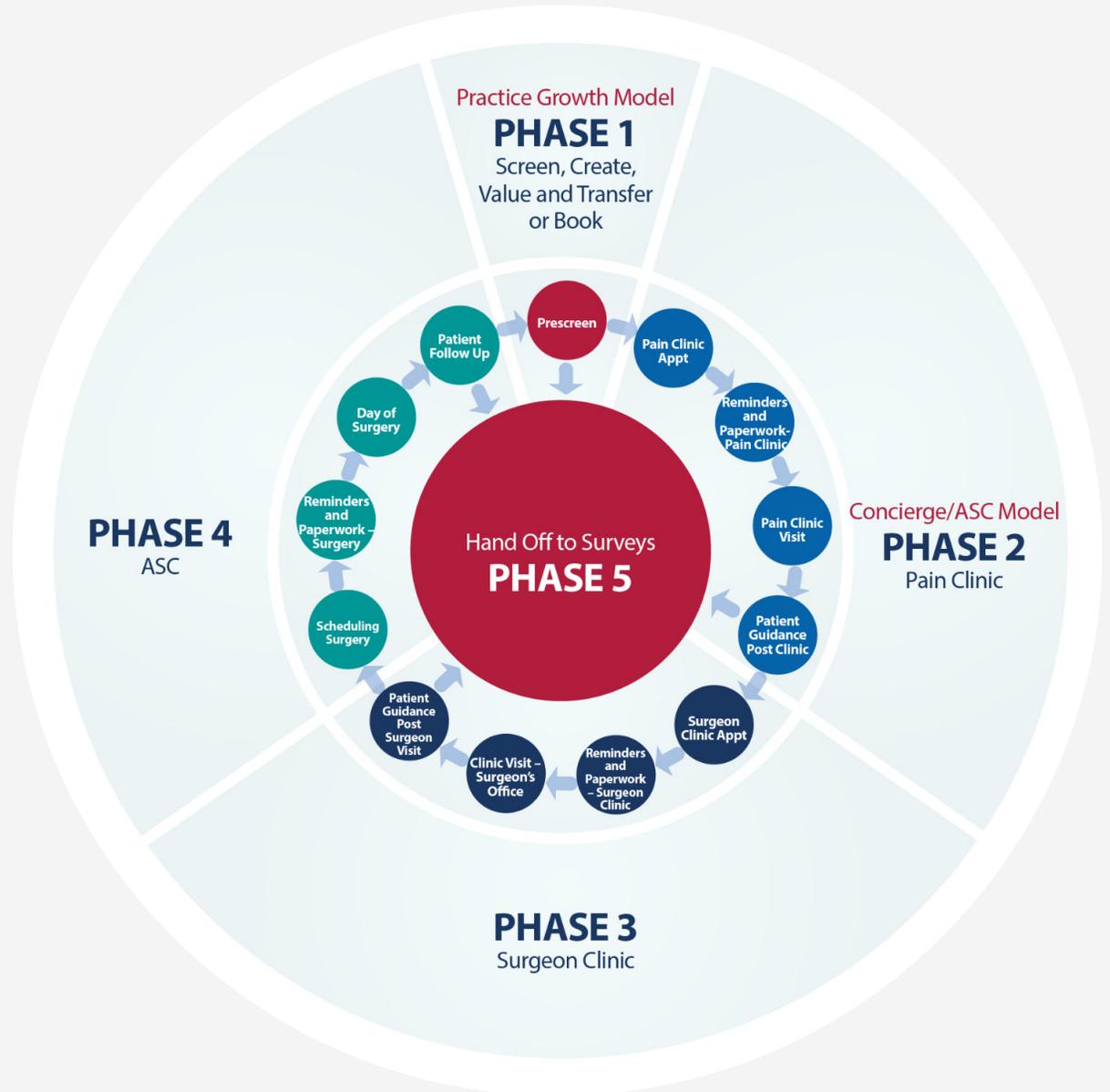
In order to set the appropriate expectations upfront, we have developed an "Expectations and Growth Model" with which all call center representatives must become very familiar.

- ➔ Learn pertinent information about facilities, doctors, and procedures
- ➔ Follow call flow model and scripting
- ➔ Overcome all patient objections using the objection model
- ➔ Have a light, airy, and comforting tone-of-voice while handling calls
- ➔ Do not answer questions you do not know the answers to; refer to the patient advocates who will be able to provide clarity
- ➔ Do not get frustrated with the patient. Rather, it's important to "hold their hands," guiding them through the process
- ➔ Make sure all candidates are properly qualified before transferring
- ➔ Under no circumstances should we ever diagnose or recommend a treatment for the patients' problem



# Patient Growth Model

- ➔ Information Collection
- ➔ Facility Sell and Overcoming Objections
- ➔ Close
- ➔ Post Close



# Sales Skills

All call center representatives understand the importance of the roles they play. That starts by enabling them to know that they're more than call center operators; they're call center sales representatives. As such, we have generated sales scripts. These scripts are not meant to be read, ever! Rather, the scripts enable them to know what flow the conversation should take, what points to hit on during their discussion and what general outline they should follow to close the call. Below is such a script.

## ↓ Introduction

- Thank you for calling Back Pain Centers of America my name is \_\_\_\_\_. Who am I speaking with today?
- *This call may be recorded for quality purposes.*

## ↓ Probe to Gain Understanding

- Mr. \_\_\_ / Mrs. \_\_\_\_\_, are you calling us today because you're in chronic back pain and you're looking for a possible solution through minimally invasive procedures?
- Mr. \_\_\_ / Mrs. \_\_\_\_\_, I would be more than happy to see if we have a location in your area, in order to do so, can you provide me with your city, state and zip code to search our data base?
- While I conduct this search, would you be open to travel to another city? While I may not find one within your specific city, there may be a location in your surrounding area? How far would you be willing to travel?

## ↓ Educate: About Us

- What I'd like to do is explain a little about us and how we can help you through our free service. Back Pain Centers

of America partners with a network of doctors and spine treatment facilities across the country who can potentially address your needs, often times through safe and effective minimally invasive procedures, as opposed to traditional open back surgery. The majority of our partners perform outpatient procedures and only require a tiny incision. Have you considered this type of treatment before?

## ↓ Sell the Benefits

- **If yes:** Great, then you know minimally invasive procedures are considered one of the safest and most effective options when you haven't found relief through other treatments. All I need to do is ask you a few simple questions, to see if I can locate a board-certified doctor or accredited medical facility in our network to assist you with your back or neck pain. Just to let you know again, our service to you is completely FREE!
- **If no:** Minimally invasive procedures are considered one of the safest and effective options around. Some people experience results immediately after the procedure. Let me get some more information about you and I can see if there's one of our partners that can help you further. Again, our service is completely FREE!



# Sales Skills

## ↓ Qualify Lead

- Also, be assured that your information is secured and will only be shared with a doctor or facility of your choice.
- So, (patient), let me get some basic information from you. (Utilize positive positioning so the patient is receptive to answering the questions)
- Verify phone number, log street, city, state, zip, email
- (patient) the following questions will help us to find the best facility for your needs. (Ask proper qualifying questions)
- \*Respond to objection to transfer

## ↓ Explain the Features & Benefits of the Facility

### NJSO/OLSS Feature & Benefit

(Patient Name), you may be a perfect candidate for NJ Spine and Orthopedic. They have more than 50 years of experience in providing patients with expert, advanced treatment options.

### Let me share with you a little about them:

- NJ Spine offers a wide range of spine procedures such as artificial disc replacement, stem cell regenerative therapy, and are leaders in minimally-invasive procedures which mean a faster recovery for you!
- The surgeons are incredibly experienced and can correct complex procedures such as coccygectomies (pronounced

“coxy – gek-to-me”). With that procedure, there are probably only a small number of surgeons who have the advanced skills to perform this.

- Most of their procedures are completed in an outpatient facility – faster recovery, less pain and less chance for infection. The infection rate is less than 1% compared to a hospital average of 13 to 15%!

The medical team at NJ Spine believes in **precision diagnosing**. They believe in listening to YOU and customizing a treatment program based on your feedback and imaging. This practice gives you better results! Many places do not do this.

**Does this sound like a team you would like to work with?**

## ↓ Close the Call

- If they do not qualify, refer to appropriate scripting / If patient does qualify, complete appropriate transfer steps
- Follow proper Warm Transfer procedures
- Ask for agreement to transfer patient
- Close the call
- HIPAA Compliant
- Updated Five9 & Mahler with customer name/address/city/state/zip code/insurance type/notes
- Complete Mahler insurance verification



# General Objection Guide

It is invariably true that there will be objections any time a sales component is introduced into a call center process. It is therefore appropriate to prepare for most likely objections. Below are the five categories of objections related to healthcare appointment scheduling.

Objections	Distance	Money	Want to know location ASAP	Need to know details of the procedure	Lack of urgency
<b>Acknowledge</b>	Mr. / Mrs. ____ I understand you would like to find a location within your immediate area.	Mr. / Mrs. ____ I understand that financials is a big part of making the decision to have minimally invasive surgery.	Mr. / Mrs. ____ I understand that you would like to know the location to our facility.	Mr. / Mrs. ____ I understand that you would like to know the specific details regarding the minimally invasive procedures.	Mr. / Mrs. ____ I understand how painful this experience has been.
<b>Transition</b>	What I have found is most patients will travel to facilities that may not be close to home because we work with you to make the process very convenient for you.	Patients like yourself are seeking the best doctors to work with.	However, at [your facility] we have a large network of facilities which extends across the country.	What I do is gather information to see which facility within our network you qualify for.	I am sure you would like to get back to your usually way of life.
<b>Build Value</b>	Our facilities are used to accommodating patients that travel from a distance to see them. As a result, they can work with you on planning everything to ensure your travel is convenient.	We are selective about the doctors we choose to partner; they are board certified and have a track record of success. In addition, our facilities work with patients on a case by case basis to put together a plan using the various options they offer.	Here at [your facility], we have high standards for the criteria of joining our network of doctors and facilities. We have facilities that are all over the country with convenient locations in.	Our Patient Concierge will be able to provide you with information specific to your situation.  During your [free] evaluation, you will be provided detailed information about your condition to help you make an informed decision.	Our doctors had success using the minimally invasive procedures and I am sure you will be pleased with the results our doctors provide.

**Note:** [Ask for the sale.] I will connect with a patient concierge to schedule your [free analysis/evaluation/review] now.





## How Response Mine Can Help

Today's patients have become "consumers of healthcare." Physicians today tell us that they are, at best, giving a second opinion to their patients due to the popularity of getting medical advice online. Consumers of healthcare prefer to shop for medical services, rather than more traditional forms of seeking new healthcare providers.

With the advent of Healthcare Consumerism, healthcare providers are learning that they must act more like business retailers. They are selling the service of healthcare and they've begun to realize that operations, from inventory management to call center operations, must adapt to their customers' expectations. This is how to win new business. And this is what Response Mine Health does. With many years of retail experience, Response Mine is dedicated to enabling health, wellness and fitness organizations to learn how the lessons of retail can be applied to their health-related fields.

## About the Author

Chanel Braddy is Operations Manager of Response Mine Health's HIPAA-compliant call center, ensuring the seamless conversion of leads-to-sales for her clients. Over the course of many years, Chanel has converted the call center to operate through math, metrics and a continuously improving process. But she also understands that beyond efficient and effective operations are the human behaviors and motivations that help to drive successful campaigns. By balancing the behavioral and analytical components in the call center, she consistently produces far higher than average conversion rates for the billion-dollar health and home services companies that trust her to do so.



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