



CONVERTING *Leads* INTO *Patients* WITH LOCATEADOC.COM

The most successful practices convert leads into patients within 24-48 hours.

How do they do it?

From e-mail follow ups to effective phone communication, here's how you can capture fresh leads and turn them into patients:

STEP 1

Capturing LocateADoc leads

LocateADoc.com makes it simple to collect vital information on patients interested in a procedure, but your PRO (Patient Referral Office) account must be up to date for you to receive quality leads on a regular basis.

Make sure you:

- Log into PRO on a regular basis – even daily – to learn about the latest updates and most of all, new leads available for your practice.
- Have completed your personal account information on PRO accurately.
- Use at least 2 working e-mail addresses in PRO to receive notifications from LocateADoc.com.
- Are maintaining an up-to-date database – a simple Excel spreadsheet is the easiest way to export leads from PRO and sort patient information with ease.

STEP 2

Contacting prospective leads

After receiving the contact information of your prospective patient, you can communicate with them via phone or e-mail. The goal of contacting the lead is to build rapport and make the prospective patient as comfortable as possible.

Handling Phone Leads:

- Call within 24-48 hours of receiving the call and introduce yourself/your practice. Include a positive statement about the doctor on the initial call. For example, say, "Yes, Dr. Smith has 13 years of experience with your procedure and will gladly share some client testimonials". The patient will automatically relate the doctor with a positive attribute which may encourage them to set up an appointment.
- Do not assume the Lead remembers filling out the lead form for the doctor; remind them why you are contacting them.
- Focus on building rapport. Avoid focusing on the procedure or treatment, and learn as much about the patient as possible; smile, be friendly and build a relationship.
- Identify 2-3 key benefits of your practice. Mention key points throughout your conversation so the patient can identify your practice as unique; consider the initial call a 30-second commercial to highlight your services and doctor's experience.

Handling E-mail Leads:

- Follow up within 24-48 hours with a courtesy e-mail. Do not assume the Lead remembers filling out the lead form for the doctor; remind them why you are contacting them.
- Compose the email in such a way as to put them in a "place" to experience what it will be like to work with your practice. Such as, "When you come in for a consultation, you will experience" Avoid "we-we" copy and use "you-you" copy.
- Add the e-mail address to a subscription list and send a monthly or quarterly newsletter
- Maintain contact with the patient to build rapport and build a relationship.

STEP 3

Determining the quality of the lead and converting them into a patient

After the initial contact, you'll need a way to gauge whether the patient is ready for treatment. A simple checklist of questions can determine if the patient is ready to come into your office for a consultation, or if they need more information.

- Are they doing research about a procedure?
- Are they shopping around for the best fees and overall costs?
- Are they looking for more information about the doctor?
- Are they ready to make an appointment for a consultation?

Following up with the patient and learning about their needs will build rapport – after that, converting them into a patient can be as simple as asking for the appointment.

Begin building your patient base by logging into PRO and making sure all information is accurate. Then, use these strategies to capture those leads, build rapport and convert leads into patients with ease.