



Practice Success Lab

4 Questions all patients Ask



When patients need our help it is much easier for them to trust us when we set them at ease and answer some of the unspoken questions they have about us and the treatment.

The use of scripts is very valuable in practice. It ensures that you cover all the indispensable aspects every time for each patient.

When you are building your health plan for a patient it is very important to answer all these questions.

Question 1

Can it help me?

Patients would like to know that you have experience in helping them with their problem and condition. You can do the following to blend confidence into what you say.

- a) Use stories and examples of other patients that you have treated before with similar conditions.
- b) Use research articles about your modality showing how it can help this condition. This is a very good tip particularly if you are new in practice.

c) If you belong to a mastermind you can also share the case studies that are discussed.

Question 2

What's wrong with me?

Patients want their condition explained in simple layman's language. They might be impressed with all the medical jargon but if they leave your office without having clarity of what is causing their distressing symptoms they will be less committed to the treatment.

Remember people understand information differently. Some people need to hear it, some people need to see. Understanding your patients preferred method of comprehension increases their understanding, which increases their commitment.

Question 3

How long will it take?

I know, I know. We are not psychics.

Patients however expect for us to tell them. However, you can do the following:

a) If you are 100% sure how long it will take them for weight loss then you can give them a time frame. Rather underpromise and over deliver. This means go on the outside of your predictions.

b) If you practice natural medicine, including Functional medicine, then I have a general rule that I use. For every year a patient has had a condition it will take them a month of treatment. So if a patient has a chronic condition that has been there for 6 years it will take a minimum of 6 months to show changes. It is very important to add the following: "We are not going to have to wait 6 months before we see changes and before you feel a difference".

It is also important to stress that the more diligently they comply with your recommendations, the faster they will see results and the more lasting the improvements will be. It can also be said that as their overall health improves, the changes will be exponential.

Question 4

How much will it cost?

Now we have got to check your mindset on this one. Did you know that 80% of success is mindset alone? The rest is 10% skill and systems ("how to do it") and the other 10% community. Mindset is something that is not spoken about in health care practices, and yet that contributes to the success of your practice.

There are two scenarios to consider:

a) Some patients are on a budget and will not express this unless you ask. The reason this is important is to make sure they will come back for follow ups and not just start with the initial consultation and then disappear.

lb) Patients need to have an idea of how long they can expect to be on the treatment. From previous experience you can give them some ideas. Knowing these questions you can now incorporate this into your practice and have patients who are committed to long term treatment to improve their health.

With these questions that you are now armed for your patients will feel more at ease with your recommendations and their health.

Wishing you the best in success and your practice you deserve it !



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