



CARE SHERPA

Guiding Healthcare Providers to
Market Growth & Revenue Actualization

Five Ways to Stop Prospects from Ghosting You

August 17, 2022



GUEST WEBINAR • AUGUST 17 • 1 HR



Jessica Walker

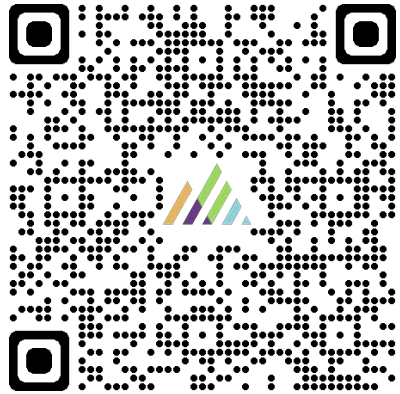
Leaky Patient Acquisition Funnel?
**Five Ways to Stop Prospects
from Ghosting You**



CARE SHERPA



Your Presenter



<https://caresherpa.com>



Jessica A. Walker
Founder & CEO

jessica@caresherpa.com



- 15 years leadership & business impact consulting
 - Patient Engagement
 - Patient Acquisition
- Industry Expertise in
 - Marketing
 - CRM
 - Digital Engagement
 - Patient Technology

<https://www.linkedin.com/in/walkerjessica/>



What We Do

New Patient Growth Partner

- Grow new patient revenue & volume
- Outsourced Partner
 - Care Consultants
 - Agent Quality Assurance
 - Patient Journey Optimization
 - Marketing Optimization



CARE SHERPA



“Alpaca People”



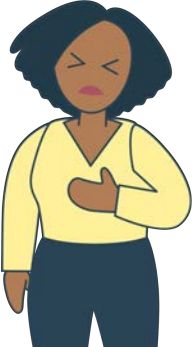
Who We Serve



Orthopedic



Oncology



Cardiovascular



Senior Care/Hospice



Fertility



General Surgical



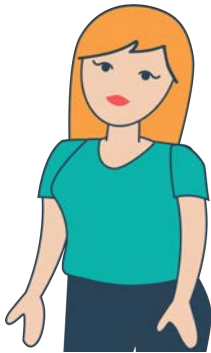
OB GYN



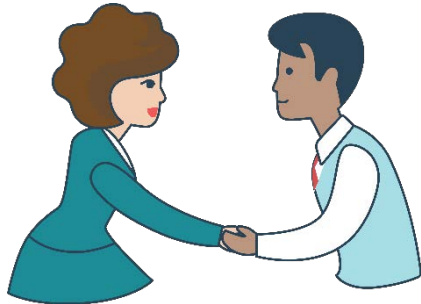
Cosmetic Surgery



Pain Management



Bariatric



Behavioral Health



AGENDA

ITEM	TIME	WHO
Set up & Intro	5 min	Medicom Health- Tony
Participant Poll	10 min	Care Sherpa - Jessica
5 Ways to Stop Prospects from Ghosting You	30 min	Care Sherpa - Jessica
Questions & Wrap Up	10 Min	Medicom Health – Tony Care Sherpa – Jessica
Post Webinar Feedback		



Lets have some fun.....



Be entered into a drawing by:

Responding to the poll

****Bonus entry for questions****



Participant Question #1

Who has joined us on this webinar?

I am a:

- a) Healthcare Provider Coordinator/Specialist/Associate
- b) Healthcare Provider Manager/Director
- c) Healthcare Provider Administrator/VP/Executive Director
- d) Healthcare Provider Executive/President/Chief
- e) Healthcare Vendor/Partner/Consultant



Participant Question #2

- If you are directly affiliated with Healthcare Provider, is your organization:
 - a) An independent provider/practice/surgeon
 - b) An independent facility/ambulatory surgery center
 - c) An independent/community A facility within a regional system
 - d) A part of a national health system
 - e) Other



Participant Question #3

What % of Healthcare Prospective Patient Leads never convert?

- a) 38%
- b) 51%
- c) 63%
- d) 79%
- e) 82%



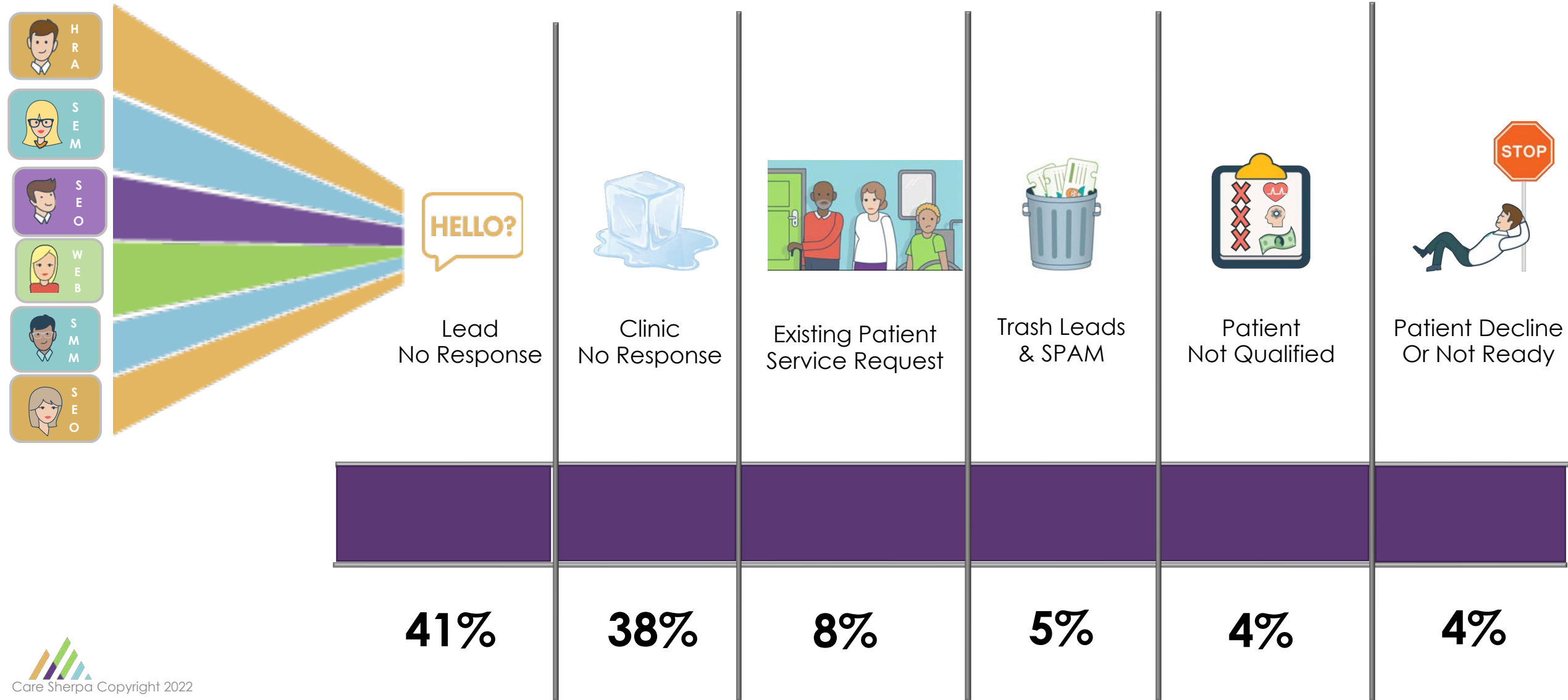
Participant Question #4

Of the prospective patient leads that never convert, what is the top reason why?

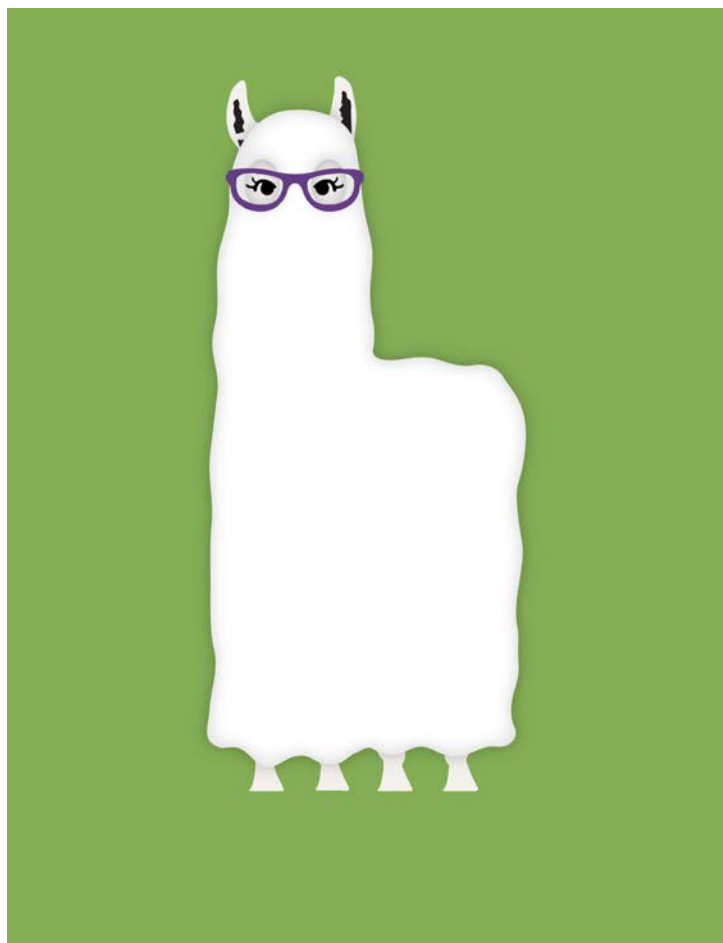
- a) Not a lead (existing Patient)
- b) Patient Declined
- c) Patient Not Qualified (Clinical/Financial)
- d) SPAM/Bad Contact Info (Trash Record)
- e) No Follow up from Clinic/Provider
- f) Non response from Patient



Lead Disposition Averages



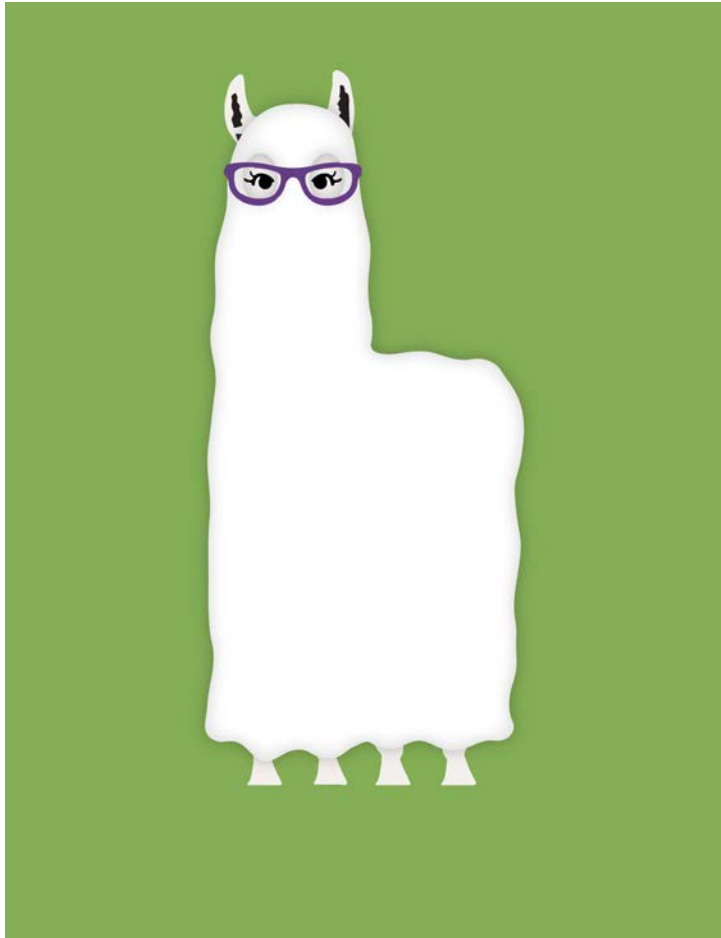
What is Ghosting?



- Valid lead record including:
 - Name
 - Contact Method
 - Taken Action (web form, call, HRA, etc.)
- Submits interest but never engages
- Multiple contact attempts but no response
- Contact made but “not ready”



Where are Ghost Leads Found?



- Most commonly found in elective service lines or non life threatening procedures
- Average Rates of Lead Ghosts:
 - Cosmetic – 62-70%
 - Behavioral Health – 41-53%
 - Pain Management 29-44%
 - Bariatric – 10-12%
 - General Surgical – 8-10%
 - Fertility – 4-5%



How Can We Stop Ghosts?



5 Best Practices to Stop Ghosts in their tracks and repair your leaky conversion funnel!

MARKETING WEBINAR TODAY!

Tips to Convert More Online Interactions into Care Visits & Revenue

5 Ways to Stop Prospects from *Ghosting* You

GUEST PRESENTED BY
Jessica Walker



CARE SHERPA



How Can We Stop Ghosts?



R

Rapid Respond

E

Engage Interest

A

Available Information

C

Clean Sources

H

Have Capacity



R – Rapid Response

- Automated contact



- Immediate response to confirm their submission

- Personalized



- Pt Name from submission

- Provide Contact Information



- Clinic or New Patient Coordinator

- Set Expectations



- Next Steps and pathway forward

- Timeline



- Realistically when they will hear from team



Having trouble viewing this email? [Click here](#)

Immediate Response

Personalized

Having trouble viewing this email? [Click here](#)

Timeline

Contact Information

Helo Jennifer,

I hope you are well! You requested a consultation and I will be following up in the next 24 hours regarding next steps at the telephone number you provided . Until then, I wanted to ensure you have my contact information.

Let's try to connect soon. I took forward to finding out more about your objectives, and answering any questions you may have about surgery. At this stage many patients need some help to determine if they are a good candidate for surgery, have questions about costs or may want to discuss possible surgery dates. This discussion is really important and is best done over the phone. Once the phone call is completed, you will have the information you need to decide if you'd like to proceed to the next step and schedule a consultation with your surgeon

If I don't reach you, I'll try to call you again in the next few days. Also, please feel free to call me at a time that suits you at 615 733 1669.

Have a wonderful day,

Sarah Wilson
Patient Care Coordinator

West Clinic

Text/SMS: (615) 733-1669

sarah@westclinic.com
www.westclinic.com

Set Expectations

3%
Reduction in
Non-Response



Participant Question #5

What content strategies are you currently using to engage your perspective patients today?

- a) A health-related quiz or HRAs
- b) Service Line/Provider Videos
- c) Educational Seminars/Webinars
- d) Resource Guide
- e) Newsletters
- f) Don't Know/Not Applicable



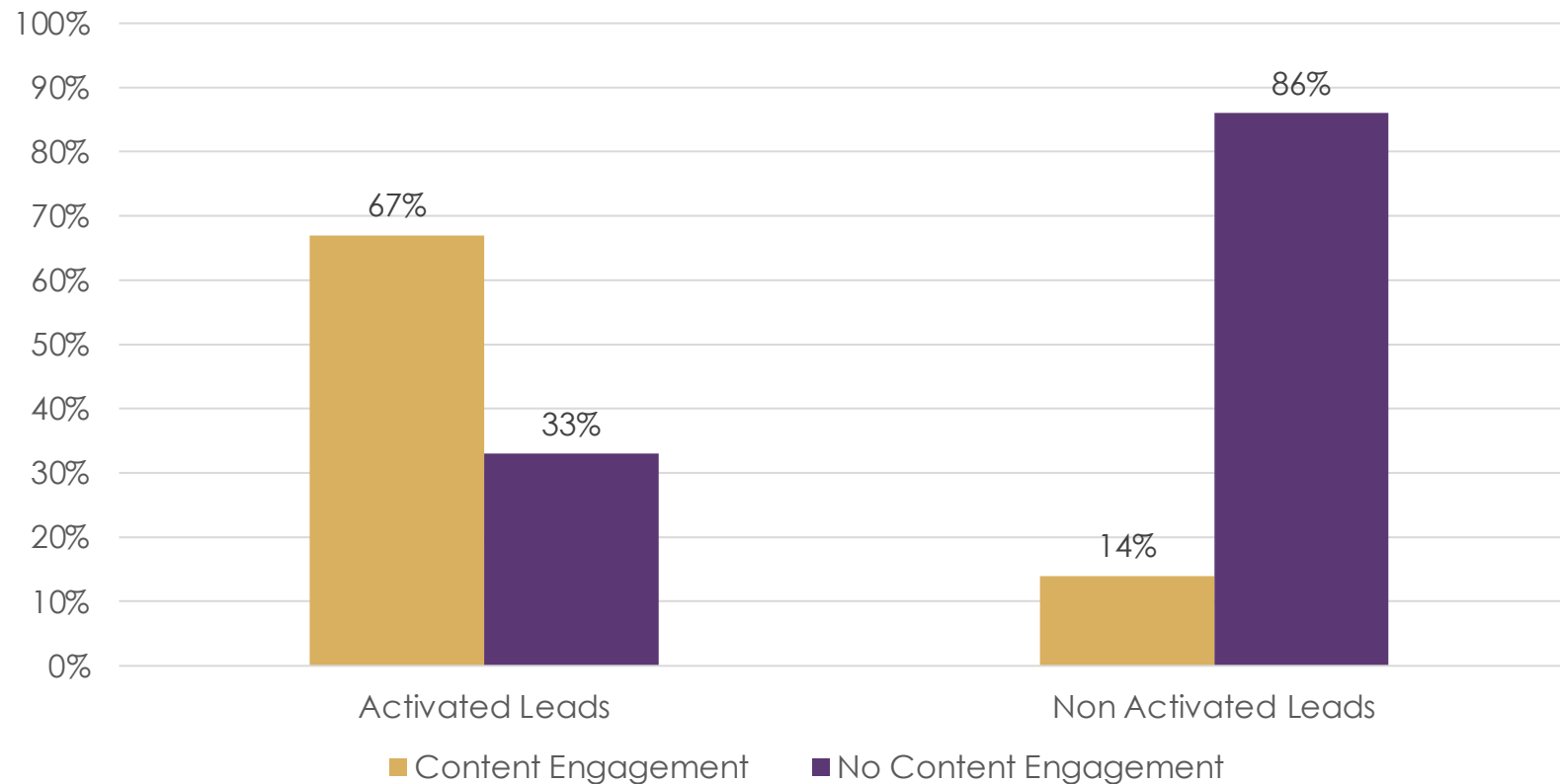
E – Engage Interest

- Provides nurturing tools for higher funnel leads
- Providing relevant content engages consumers greater
- Demonstrates lower funnel commitment and higher likelihood to convert
- Greater success activating leads with content engagement



E – Engage Interest

Responsive vs Non Leads Content Engagement

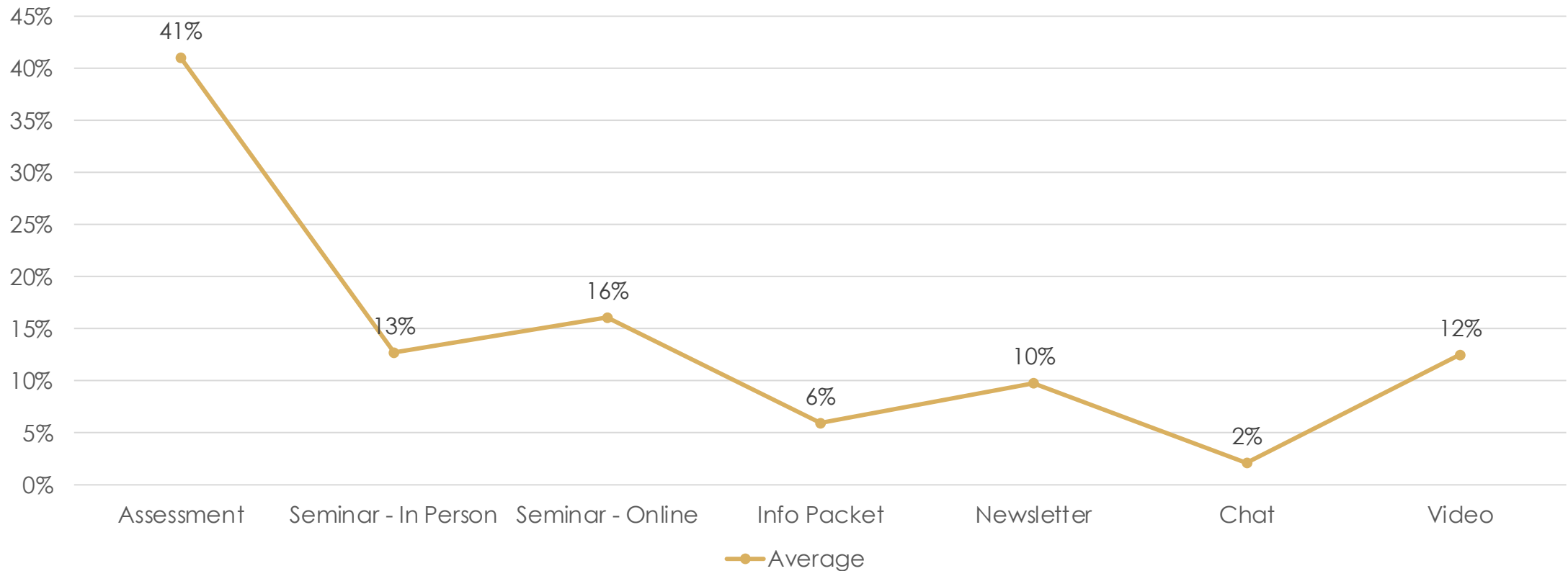


53%
higher
likelihood



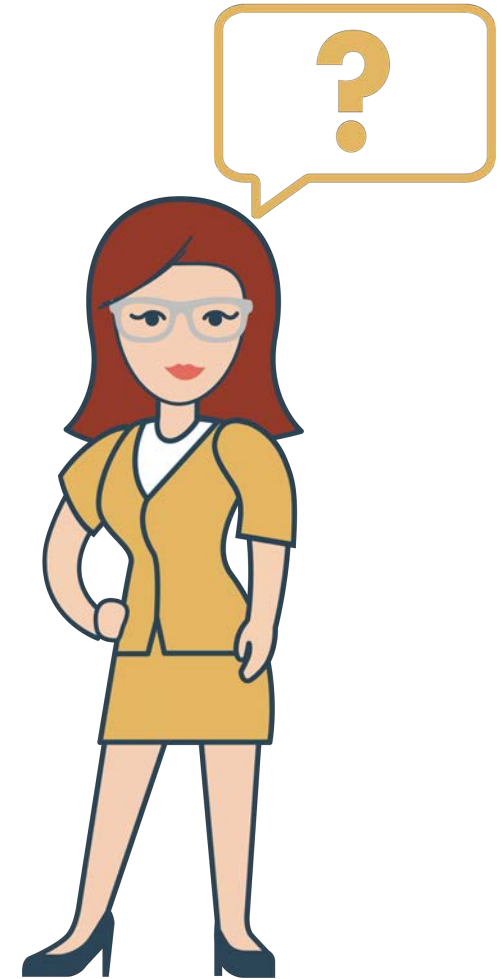
E – Engage Interest

% of Total Activated Leads With Prior Content Engagement



A – Available Information

- FAQs to prevent “Single Question Sally” & “Tire Kickers”
- Resource page for:
 - Clinical qualifications, Pricing, insurance requirements, etc.
- Content via Web, Videos, Socials, etc.
- Pre-visit requirements or paperwork



STEPS TO TAKE TO START YOUR LIFE-CHANGING WEIGHT LOSS JOURNEY

Whether you are just beginning to consider weight loss surgery or you are already in the process of researching [which procedure](#) may be right for you, it is normal to feel some apprehension about starting the process. At [we](#) are committed to personalized care. When patients come to us ready to change their lives, we honor their trust by answering all questions, guiding them every step of the way, and giving them the resources they need to succeed. Each patient will have unique needs and goals and the timeline to bariatric surgery can vary based on a number of factors, such as health insurance or medical conditions, but here is a general outline of the steps for a bariatric surgery patient:

STEP 1 FREE INSURANCE CHECK



Fill out our [free insurance check](#) so our team can check your health insurance plan to determine your coverage for weight loss procedures. Self-pay patients can get information on [financing options](#) and [social pricing](#).

STEP 2 YOUR CONSULTATION APPOINTMENT



Our team of bariatric experts will evaluate your health, discuss your goals, and answer your questions during a one-on-one appointment. Your consultation will include an individualized medical workup to assess any possible risks and ensure that your treatment plan is as safe as possible. Additional tests or labs may be required.

STEP 3 PRE-SURGICAL WEIGHT LOSS PROGRAM



Some insurance plans require a physician supervised weight loss program prior to surgery. We don't take a one-size-fits-all approach to weight loss. Your individual diet recommendations will be determined by your surgeon and our registered dietitians.

STEP 4 PRE-SURGICAL APPOINTMENT



Some self-pay patients may not require this step, but most patients will have an office appointment within 1 month of surgery. This appointment allows us to update your history and ensure that you are optimized for surgery.

STEP 5 LIVER SHRINKING DIET



Some patients will need to follow a special diet prior to surgery called a liver shrinking diet. This low-sugar diet is designed to reduce the size of your liver, which can make surgery safer.

STEP 6 SURGERY DAY



Bariatric surgery typically takes 30 to 90 minutes, depending on which procedure is being performed. We'll make sure that you are ready for surgery day and have all the information you need to feel empowered in your choice.

STEP 7 RECOVERY AND BEYOND



How much time you'll need off of work will depend on which procedure you have and what type of job you have. Our team will give you detailed recovery guidelines for your customized treatment plan, but most patients are able to return to work within 1 to 2 weeks. You can typically expect to schedule follow-up visits 2 weeks, 6 months and 1 year after surgery, as well as dietitian appointments.

Content Info

Patient Journey Map

18%
Reduction in
Non-Response

+5%
Qualified
Leads

FREQUENTLY ASKED QUESTIONS ABOUT THE BARIATRIC SURGERY PROCESS

IS THE INITIAL CONSULTATION APPOINTMENT FREE?

IF MY INSURANCE DOES NOT COVER BARIATRIC SERVICES, WHAT ARE MY PAYMENT OPTIONS?

DO YOU HAVE A PROGRAM FEE?

HOW LONG DOES IT TAKE FROM MY FIRST APPOINTMENT UNTIL SURGERY?

WILL I HAVE TO GO ON A DIET OR LOSE WEIGHT BEFORE SURGERY?

WHAT MEDICAL TESTS WILL I NEED BEFORE BARIATRIC SURGERY?

CAN I HAVE SURGERY AT

WHAT CAN I DO TO PREVENT WEIGHT GAIN AFTER SURGERY?

Fee Disclosure

Insurance Info

Timeline

Pre-Op Planning

Clinical Questions



C – Clean Sources

- Prevent time “Vampires”
- Non- Qualified Leads Common Sources to Audit
 - Paid Marketing
 - Generic Chat Bots
 - Referral Providers
 - 3rd Party Referral Sources



C – Clean Sources

CASE STUDIES

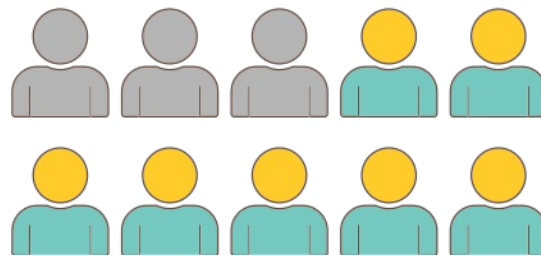
- Paid Marketing
 - \$10K mo SEM w/ No Qualified Leads
- Generic Chat Bots
 - Less than .05% conversion rate
- Referral Providers
 - 80% of Leads less than 1% were ideal targets
- 3rd Party Referral Sources
 - 0% Conversion – No financially qualified



H – Have Capacity



New Patient Urgency
In activation mode



30% of Healthcare Consumers will call another provider if first available appointment is more than a week away



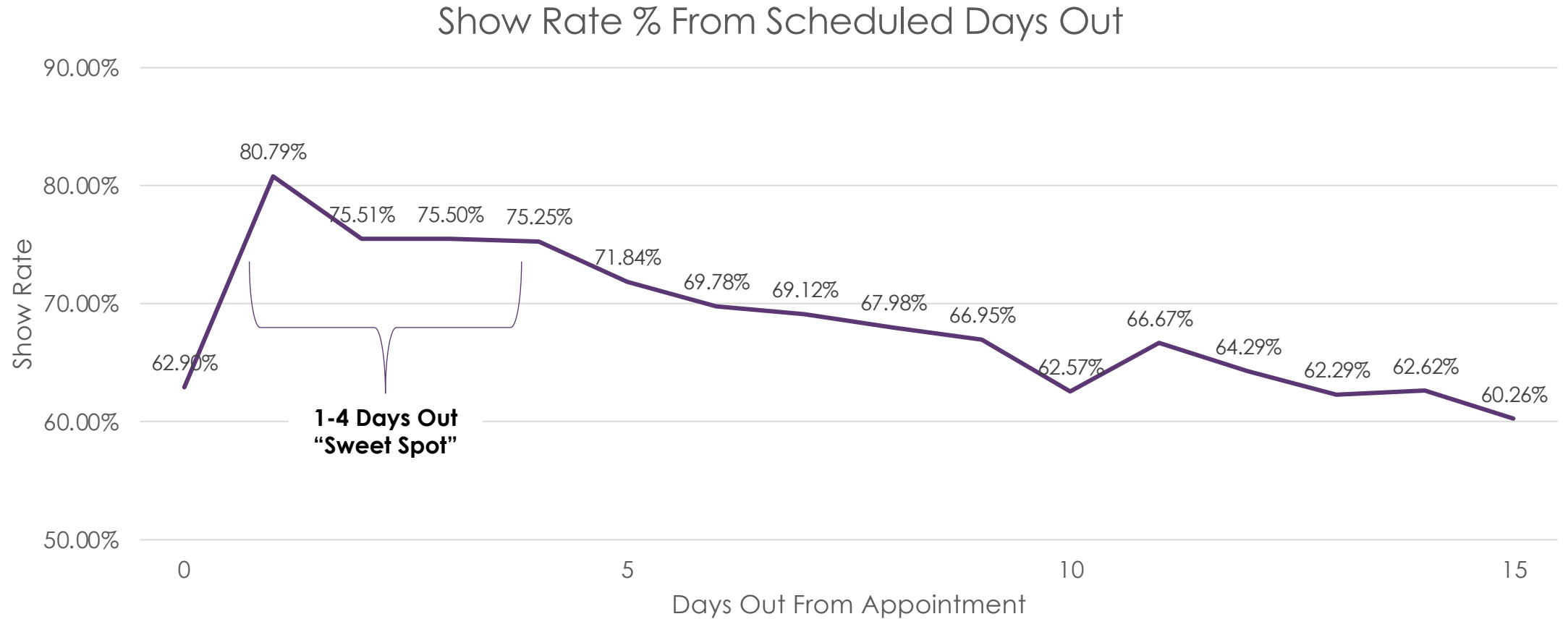
78% of Healthcare Consumers will NOT call back when unable to reach a human on 1st call attempt



100% of New Patient Hold Backs Filled in 48 Hours or Less when managed



Longer wait to appointment = Lower Conversion



5 Ways to Stop Ghosts

INSTANT RESPONSE WITH PATHWAY OUTLINED

GIVE THEM SOMETHING TO DO

GIVE THEM WHAT THEY WANT

TAKE OUT THE TRASH

NEW PATIENT APPOINTMENTS IN 4 DAYS

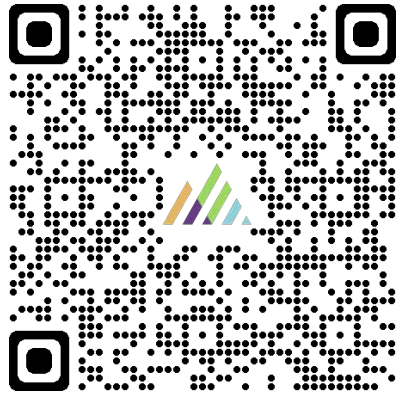


THANK YOU

Appreciate your interest & welcome your questions



Your Presenter



<https://caresherpa.com>



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- 15 years leadership & business impact consulting
 - Patient Engagement
 - Patient Acquisition
- Industry Expertise in
 - Marketing
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 - Patient Technology

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