



CARE SHERPA

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Ten (Stupid) Reasons You May Lose New Patients

February 15, 2023



GUEST WEBINAR • FEBRUARY 15 • 1 HR



Jessica Walker

## **Ten (Stupid) Reasons You May Lose New Patients And How to Easily Prevent It!**

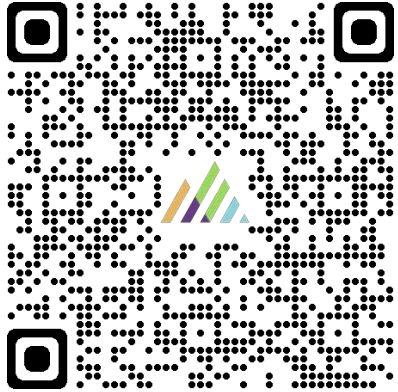
*How Health System Marketers Can Make Sure  
Their Efforts End in Care & Collected Revenue*



CARE SHERPA



# Your Presenter



<https://caresherpa.com>



Jessica A. Walker  
Founder & CEO

[jessica@caresherpa.com](mailto: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

### GROWTH

New patient LEADS	+30%
New patient REVENUE	+22%
New patient VOLUME	+10-65%
Profitability Per Procedure	+22%



### PARTNER

Lead Conversion	+32%
Patient Experience Improvement	+27%
Patient Journey Optimization	-33 Days
Marketing Spend Optimization	-\$60,000



# Who We Serve

**Elective** healthcare services, procedures & treatments



Orthopedic



Oncology



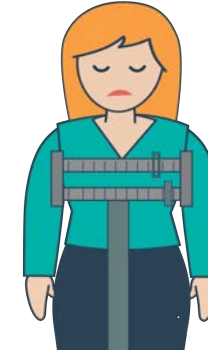
Cardiovascular



Senior Care/Hospice



Fertility



Bariatric Surgery



Cosmetic Surgery

*Areas of greatest consumer choice and typically longer conversion process*



# Agenda

ITEM	TIME	WHO
Set up & Intro	5 min	Medicom Health- Tony
Participant Poll	10 min	Care Sherpa - Jessica
10 (Stupid) Reasons You May Lose New Patients	30 min	Care Sherpa - Jessica
Questions & Wrap Up	10 Min	Medicom Health – Tony Care Sherpa – Jessica
Post Webinar Feedback		



# Let's Have Some Fun



"Alpaca People"

Be entered into a drawing by:

Responding to the poll

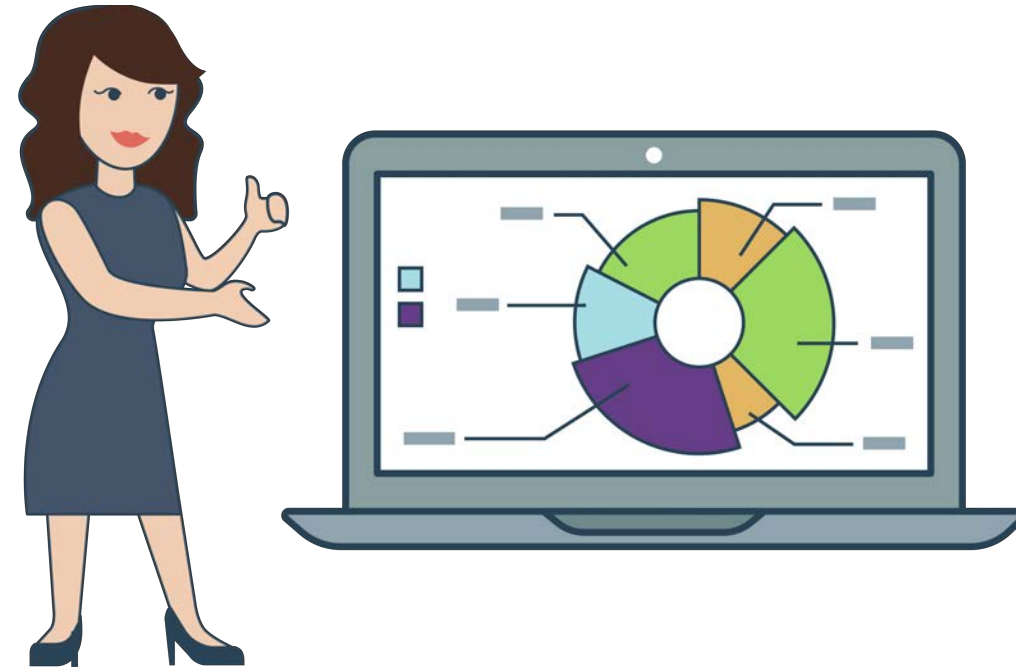
**\*\*Bonus entry for questions\*\***





# Question #1

- Have you seen Jessica/Care Sherpa present before, if so where:
  - a) SHSMD
  - b) HCIC
  - c) Medicom/Eruptr Webinar
  - d) All of the above
  - e) No, haven't seen Jessica previously

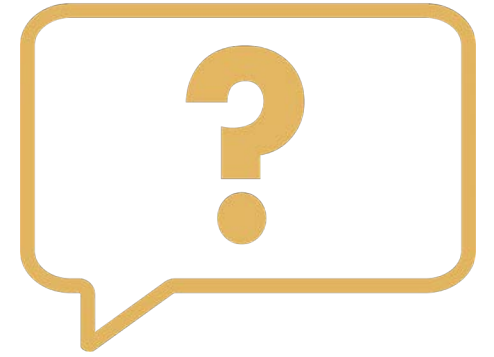




## Question #2

Why did this content interest you?

- a) Hope to learn something new
- b) Concerned we are losing too many leads
- c) Need grow strategic services/procedures
- d) I had nothing better to do at this time ;)



# Does It Feel Like This Lately?



# You Are Not Alone

The average elective procedure  
provider loses

**\$376K**

**PER MONTH In  
New Patient Revenue**

Totaling approximately

**\$4,515,000**

**Per year**

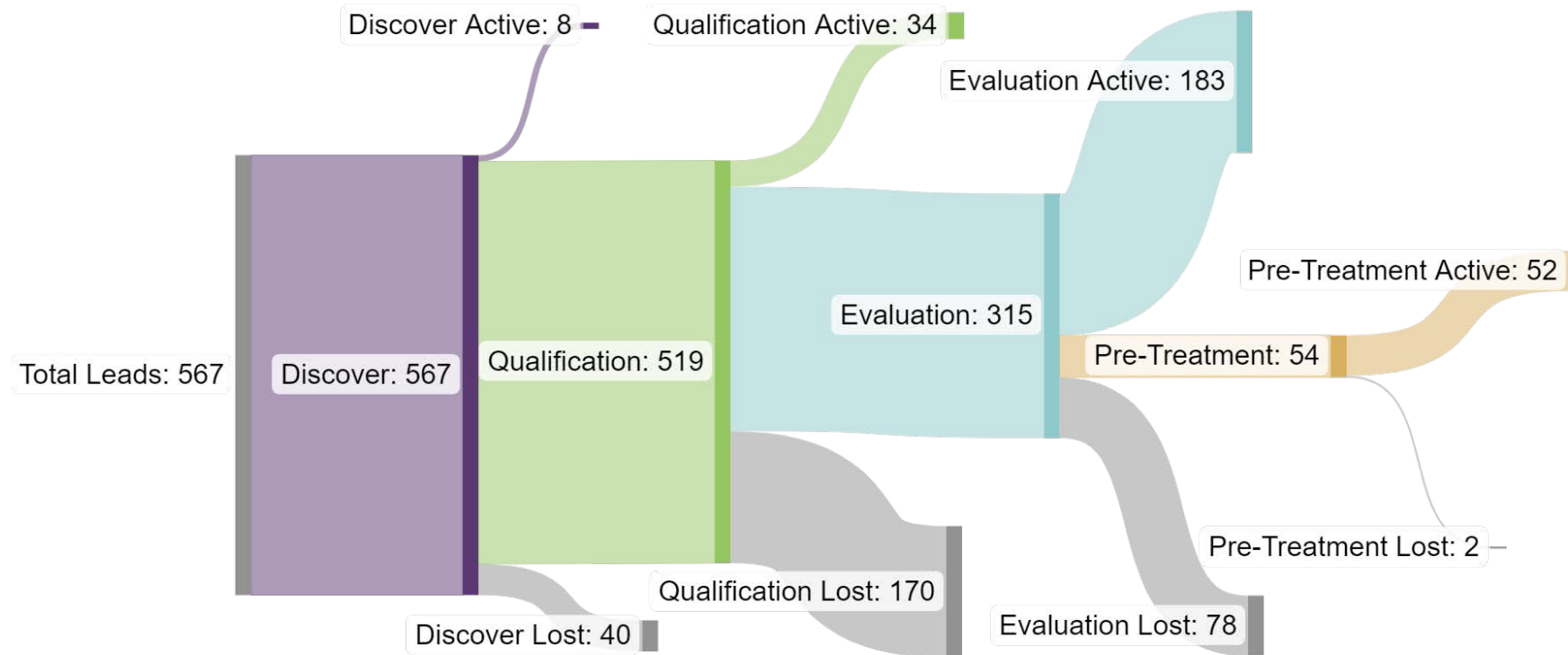


**\$99B  
a year**

Bariatric, Cosmetic, Hospice,  
Fertility, & Orthopedic alone



# Understanding Your Funnel



# Top Ten Reasons Count Down

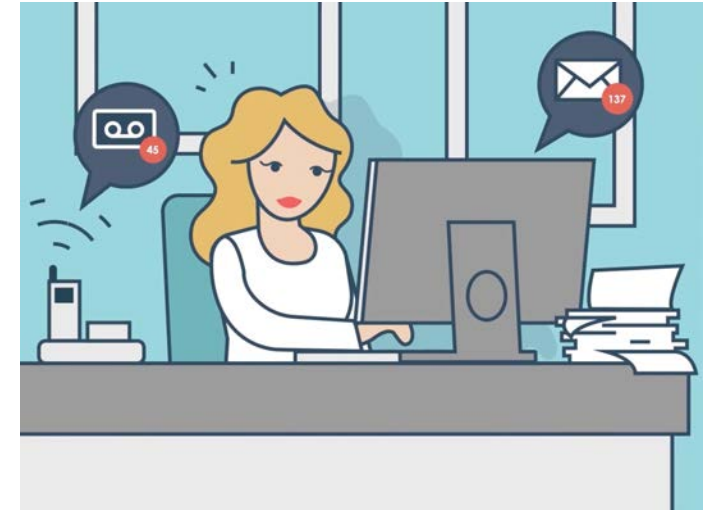
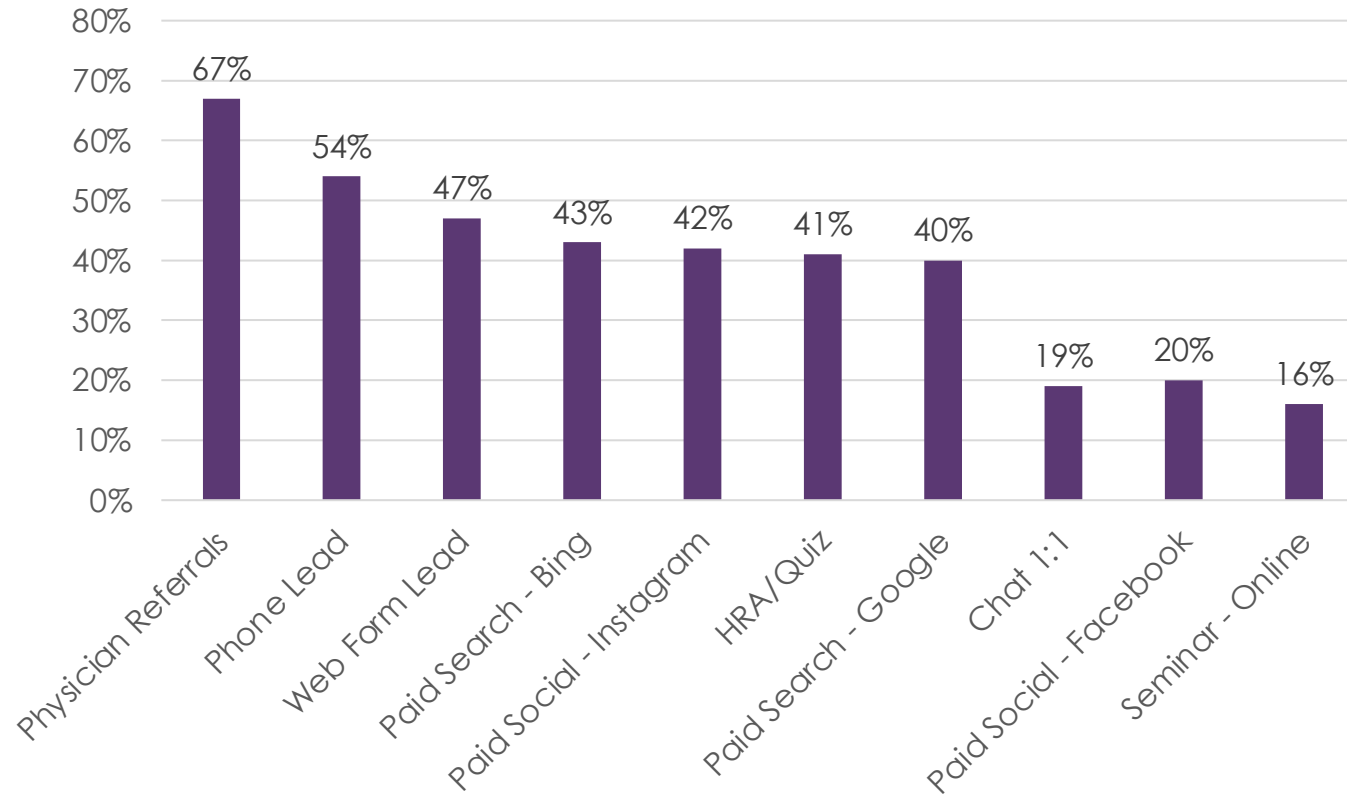


Reasons 10-6



# #10 Not Maximizing Productive Channels

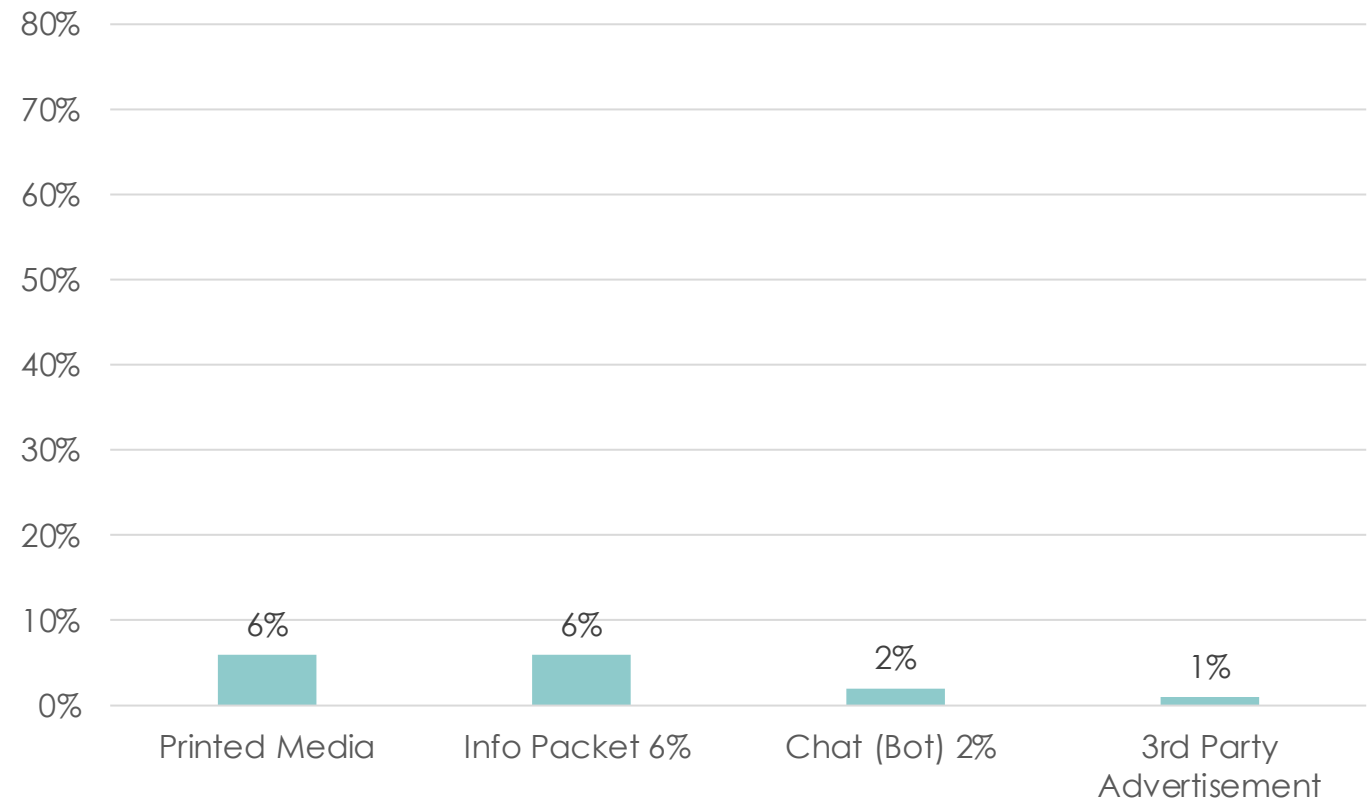
Conversion Rate by Lead Source



# #9 Not Stopping Non Productive Lead Sources



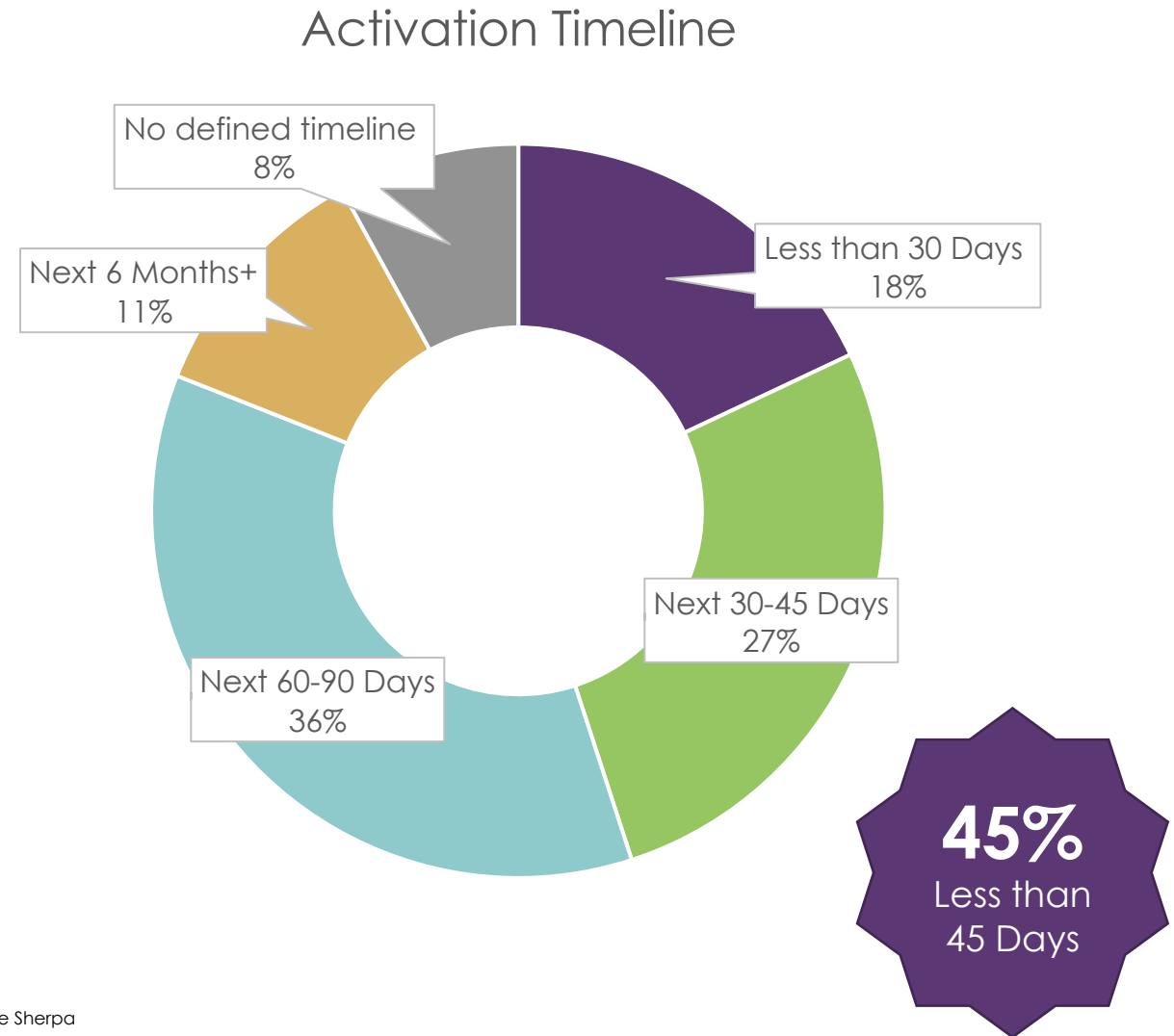
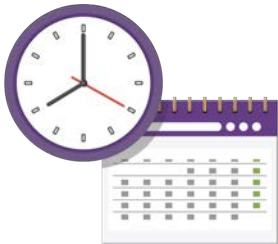
Conversion Rate by Lead Source



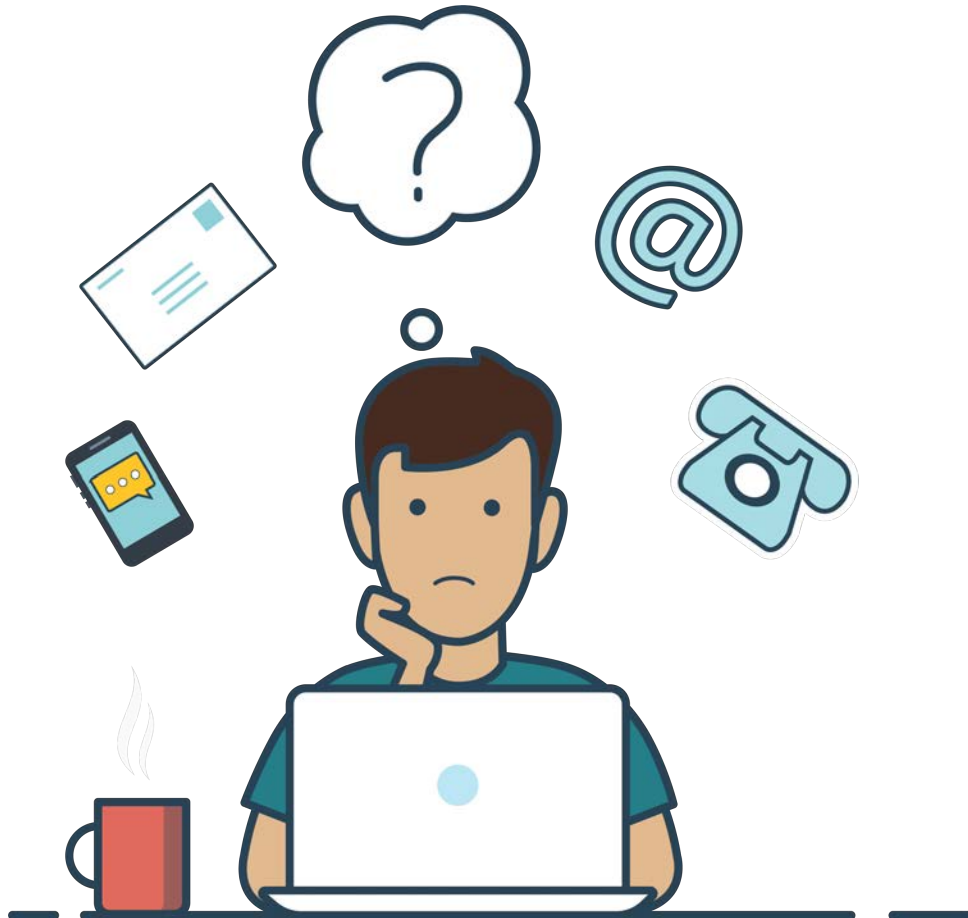


# #8 Not Asking New Patient Timeline Needs

- Collect with first contact
  - Web Form
  - Call Script
- Prioritize to practice capacity
- Understand seasonal trends
- Maintain a “Move up” list



# #7 Not Asking The Right Questions



- 2 Contact Options +1%
  - Email & Phone
- Best Channel +4%
  - Phone/Email/SMS
- Best Time +3%
  - When to call
- Financial Match +1%
  - Collect Payor



# #6 Not Staffing Peak Call Times

Hour of Day	Mon	Tues	Wed	Thurs	Fri
8 am					
9 am					
10 am					
11 am					
12 pm					
1 pm					
2 pm					
3 pm					
4 pm					
5 pm					

- Average practice misses **20-30%** of New Patient Calls
- **60% more likely to convert** if responded to live in “hot zones”
- Do not launch campaigns on Peak days
- Over flow staffing to support volumes



## Question #3

Of the reasons we have heard so far our biggest opportunity to make rapid improvement would be:

- a) Supporting most productive channels
- b) Stop least productive channels
- c) Understand new patient timelines
- d) Fix easy leaks to early funnel
- e) Manage peak call volumes differently

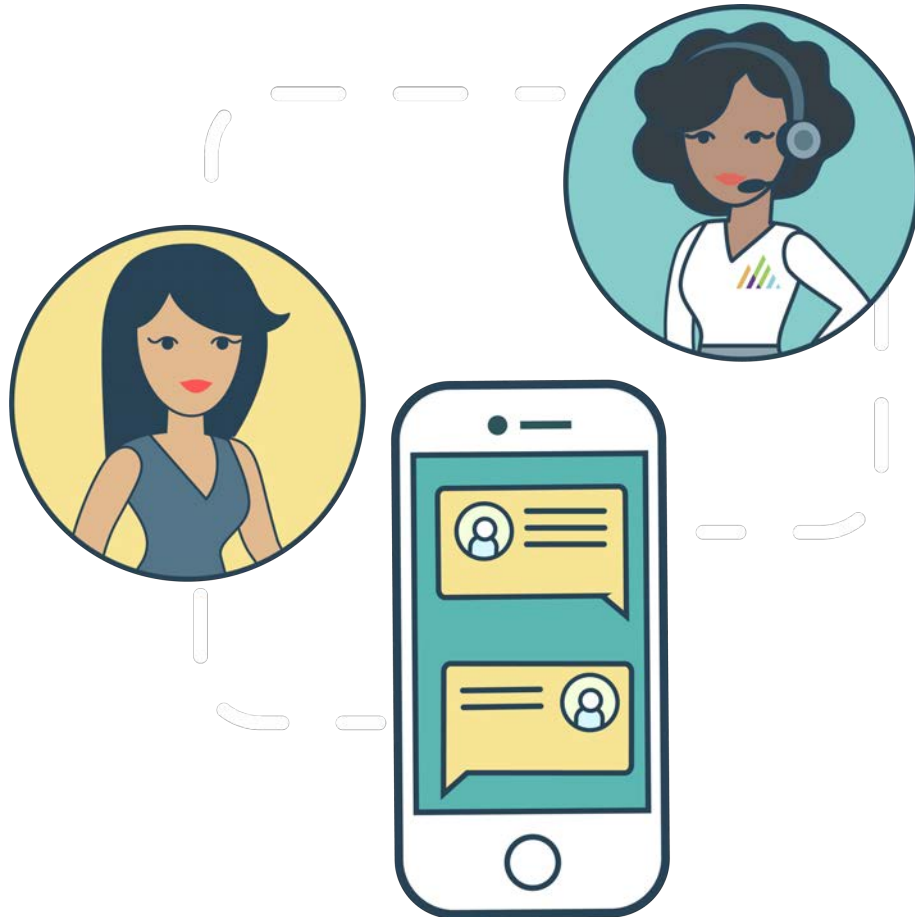


# Top Ten Reasons Count Down

Reasons 5-1



# #5 No Easy Way to Cancel/Rebook



- Average Healthcare No Show Rate **18.8%**
  - Specialty practices = **7-10%**
- Manage No Show with easy to rebook/cancel last minute
- Managing No Shows increases overall Lead Conversion by **+15%**



# #4 Referral Schedule Priority



Days from Provider recommendation to Patient Contact averages 8 days

- Average days from receiving referral to first contact = **2 business** days
- 67% conversion rate on average
- Same day response +10% likelihood to reach and +37% conversion





# #3 Not Having Dedicated New Patient Line

- **7%** of New Patient Calls are abandoned – LOST
- Average hold time is 4.59s
- Likelihood to convert when call is answered immediately **+341%**



## #2 Not Putting People Before Process



- Average cancellation rate for lack of patient paperwork = **9%**
- Service Line Averages
  - Fertility = 3%
  - Orthopedic = 3%
  - Bariatric = 12%
  - Cosmetic = 9%
  - Hospice = 11%
- Clinic Level Performance
  - Best practice = 0% (Cosmetic)
  - Mid Range = 3.1% (Fertility)
  - Highest = 18% (Bariatric)

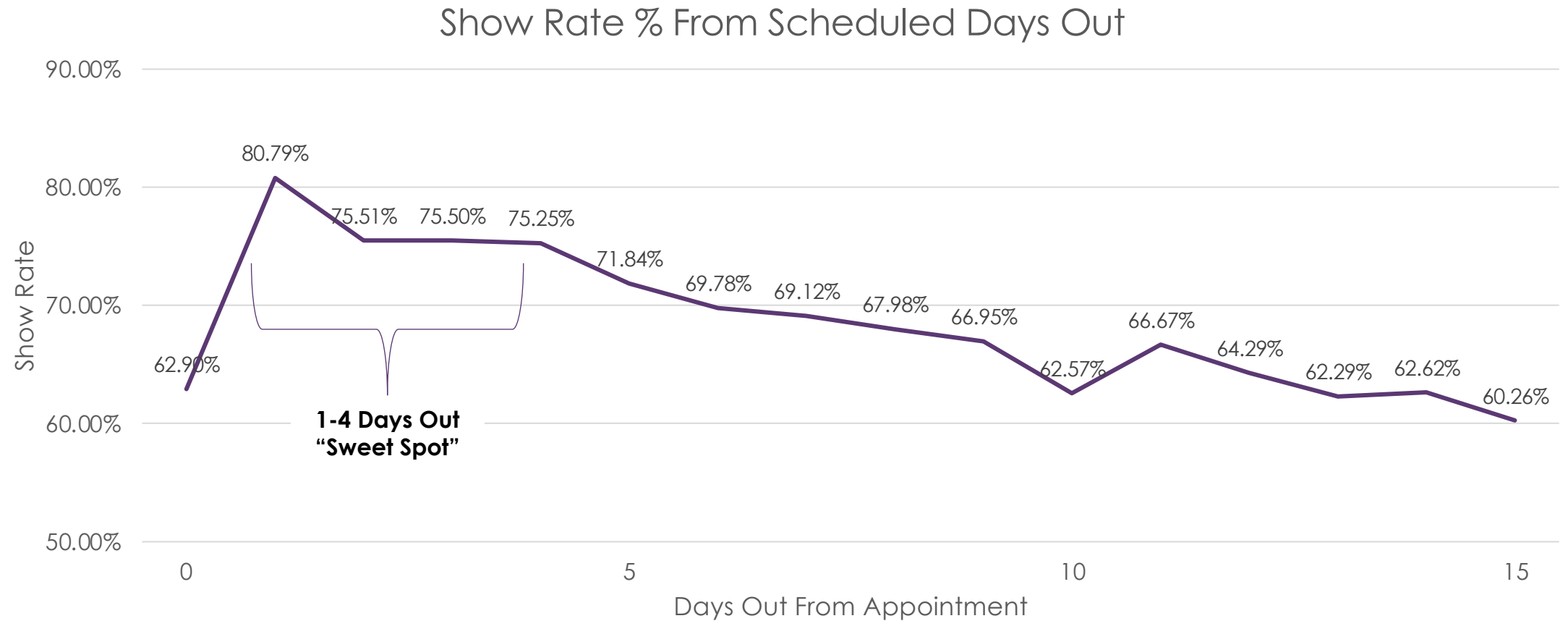


# #1 Not Offering New Patient Priority Schedule

- 45% of prospective patients are looking to complete/start treatment in less than 45 days.
- 14 days or more to first appointment can lose almost **50%**
- High margin commercial/self 15% more likely to be in this group



# Longer wait to appointment = Lower Conversion



# 10 Ways You Can Improve

1. New Patient Priority Schedule
2. People Before Process
3. Dedicated New Patient Line
4. Prioritize Referrals
5. Easy cancel/rebooking
6. Peak call time staffing
7. Ask the right questions
8. Understand their timeline to prioritize
9. Stop non productive lead sources
10. Focus on most productive channels

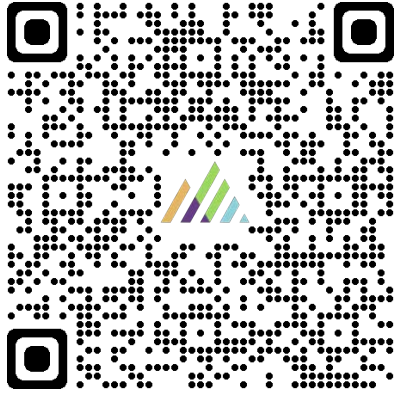


# THANK YOU

Appreciate your interest & welcome your questions



# Your Presenter



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