



STRAINE PRACTICE TIP

CONFIRMING PATIENTS' APPOINTMENTS

The STRAINE protocol recommends that you confirm patients' appointments **three** days prior to the scheduled visit. Use this call as an opportunity to demonstrate the care and concern that is the benchmark for the successful fee-for-service practice. **Don't just "confirm" the appointment, "reaffirm" the relationship.** Take time to make each patient feel cared for by indicating the doctor's concern for his or her health and comfort. For example, "Mrs. Straine, this is Darlene at Dr. Friendly's office. The doctor is preparing for your visit Wednesday at 10:00 a.m. Do you have any questions or concerns that I can share with the doctor before he sees you? . . . (pause and listen) . . . We look forward to seeing you Wednesday at 10:00 a.m."

PATIENT REACTIVATION PROTOCOL: TRACKING APPOINTED PATIENTS' CHARTS

Our **Patient Reactivation Protocol** recommends that you track appointed patients' charts using color-coded labels. The following is a snapshot of our recommendations that will make tracking each chart efficient and effective for your practice.

- When the appointment is made, color-code the chart using month and year tabs to indicate the date of future appointment.
- Recode each patient's chart at the end of every appointment with tabs that coincide with the new appointment month and year.
- Pull the charts at the end of every month for patients who failed to make their scheduled appointments. Call and reappoint each patient.

Since every month is color-coded differently, a brief scan of the charts will make it obvious at the end of each month which patients failed to make their scheduled appointment. Once this system is in place, reappointing those patients will take a minimal amount of time.

The existing patient is the foundation of every successful fee-for-service practice!

This simple procedure will ensure that you do not lose quality patients. You must maximize the opportunity to reappoint the patient while the value of the appointment is still fresh in that patient's mind. Most importantly, this reappointment call demonstrates **continuing concern** for the patient and a willingness to address the problem that prevented him or her from keeping the scheduled appointment.

REAFIRM YOUR RELATIONSHIP AT EVERY OPPORTUNITY!