

7 Myths That Could Be Stopping You From Reaching More Patients

Myth #1: Patient/Clients want you to fix them



In a recent study, patient/clients said they care more about their practitioner's bedside manner than the results they get from the treatment. Today's patients are not asking you to fix them. Instead, they want you to guide them toward the best decisions, weigh the pros and cons of the treatment options, and empower them to make their own informed choices. They want patient centered care. They want you to listen to their struggles, hear their concerns, take their symptoms seriously, and give them your best, actionable advice so they can begin to improve their health from day one. [Collaboration](#) is the new standard for measuring healthcare outcomes.

Myth #2: Patient/Clients won't pay for services out-of-pocket



With the average cost for out-of-pocket healthcare expenses for an individual with insurance coverage exceeding \$10,000 in 2016, I think it's safe to conclude that today's patients are used to paying for the care they need with their own hard earned money. You may be grieving the golden days of insurance when you could send a bill in for \$6,734 and get a check for \$6,234 10 days later no questions asked. But the change in the insurance industry has been one of the driving forces behind patient/clients becoming more involved and pro-active in their healthcare. If your new patients are declining care because of finances, it's not about the money. It's about how much they trust you.

Myth #3: Referrals are the easiest patient/clients to convert



Patient/Clients are more skeptical today than ever before in the history of healthcare. The constant bombardment of pharmaceutical advertisements, false hopes of surgical procedures and the cure-all supplements have left patient/clients leery of who to trust with their health. Even when you come highly recommended by a close friend or family member, patients still want to make sure that you are who you say you are and that you can offer the solutions you promise. In the back of their mind,



they're asking themselves, '**Can I trust this healthcare practitioner?**' Building trust in today's patient/client-driven economy takes much more than fancy credentials, a cool looking office, and a nice smile. It requires building lasting relationships with potential patients long before they step foot in your practice.

Myth #4: Patient/Clients rarely read online reviews

Ninety-four percent of patient/clients now study online reviews before picking their healthcare provider. And get this, they consider online reviews as credible and reliable as a direct referral from a dear friend or close family member. Having a multitude of excellent online reviews is essential to the success of your practice in today's digital revolution. Making it even more imperative that your patient experience warrants a 5-star review or your reputation will surely suffer. In recent research marketing studies today's currency is trading 5-star services for 5-star reviews. Taking the time to think through each patient/client touch point and making it a 'WOW!' experience is a worthwhile endeavor.

Myth #5: One patient/client's complaint can be ignored



If a patient/client brings a complaint to you it means they trust you. If you've been paying attention so far, you've heard me say, over and over again, that **nothing** trumps trust if you want to attract and keep more patient/clients in today's economy. So don't ever make the mistake of ignoring or dismissing a patient's complaint. One patient/client's complaint may not seem like a big deal. But trust me, I know firsthand, that behind that one complaint are several other patients that are politely putting up with the annoyance, and even more that are silently leaving to find a provider's office better suited for their needs. In today's patient/client-driven digital economy, listening to the needs of your patient/clients is one of the most powerful ways to build trust.

Myth #6: You have to scare patient/clients into signing up with you

If you're still using scare tactics to convince patient/clients to purchase your care packages, stop. Nothing will discredit you faster than trying to scare, manipulate or convince patient/clients into working with you. Plus you'll end up with patient/clients that are not sure if they've made the right decision so every time they come to see you, you'll need to convince them that they're in the right place. That is as exhausting for them as it is for you. If you want to improve your conversion rate focus on becoming your patient/clients trusted advisor. Position yourself as THE provider they think of when faced with a health challenge and you'll never have to coerce a potential patient/client into becoming a paying patient/client ever again.



Myth #7: Patient/Clients pick you because you're good at what you do



PERFORMANCE

Thirty-plus years in and I'm still looking for the one health professional that's not good at what they do. Except for the occasional, brand new graduate that hasn't yet found their groove, every single healthcare provider I've connected with know their stuff. They have dedicated years, even decades, to become good at their healing art. But painfully, many of them have empty waiting rooms, none the less. Patient/Clients don't pick you based on your skill set. Patient/Clients choose you because they trust you to watch out for their best interest and to guide them toward a happier, healthier tomorrow.

TRUST, not skill, is what sets you apart.



The problem is...that many healthcare practitioners don't invest the time to establish themselves as THE trusted advisor in their community. Instead, they give up before they ever hit the tipping point and never see the exponential rewards that are possible if you stick to it. The question is...if you knew how to reach that tipping point a whole lot faster so you can grow your practice, influence, and income, and bring in lots of new patient/clients, you'd do anything you could to be able to learn how to make that happen right?

The solution is...learning how to rapidly connect and grow your practice filled with your dream patient/clients who are raving fans...without wasting money on ads or hours in front of the computer.



The next question is...are you ready to jumpstart your practice with a new and innovative strategy that has been developed exactly around **your skills** and what today's empowered patient/clients are looking for? I'd sure hope so!

- Can I help you as I've helped countless of other health practitioners thrive in today's rapidly changing patient/client-driven economy?
- You may have an interest in the opioid epidemic plaguing your community and want to help using your modality to address the program and give the masses what they want.... medication and addiction-free painrelief.
- You might just be ready to join us on our mission to **Put the "Heal" back in Healthy** that can help the masses feel good about life and being well

If you're ready.... [Click HERE](#) to schedule a "Free" 30 minute Work Smart Not Hard Build a Specialized Practice consultation

