

# Use Patient Presentations to Increase Efficiency and Profitability

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Scripted protocols ensure clarity and consistency.

BY DONALD PELTO, DPM

Doctors are being pushed to increase the value of each patient encounter in the office, generally by providing a greater amount of care while reducing costs. There are many ways to increase the per-visit value but, put succinctly, it means physicians need to provide more products or services to patients in order to increase the value of each office visit. One such idea is presented below based on personal experience. It builds on the idea of scripting patient visits and using patient protocols.

While scripting for the most common patient interactions has been recommended by experienced mentors, in reality few actually take the time to write down what they

say, much less practice these scripts. More experienced doctors generally repeat the same explanation for common conditions such as ortho-

Treatment protocols can help with conditions such as plantar fasciitis that may have as many as 20-30 treatment options available. It is diffi-

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ics, plantar fasciitis and bunion surgery and appear to naturally use a sort of scripting. Young doctors can benefit from observing and making notes on the “pearls” they have to share.

cult for young doctors to confidently determine which is the best treatment option. Frequently patients become confused by all their “choices”. To combat some of the confusion,

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some physicians recommend using treatment protocols.

Treatment protocols delineate not only how each individual condition can be treated on the first and subsequent visits, but the protocol includes in-office dispensing, durable medical equipment, and time frames between visits. While the idea is sound, especially to a new physician, using them in practice is more complicated than it may appear.

With diagnosis-based presentations, the first presentation is created and shared as a pre-surgical discussion. It covers the procedure, alternatives, and possible complications. When that has been covered clearly and consistently and patients verbalize appreciation for the thoroughness of the information, from the physician's perspective, the informed consent is thus easier to obtain, reducing the risk of litigation.

After a bit of experience with the first presentations it becomes clear that expansion of the topics would be useful, but more than that, the complexity of certain diagnoses such

as plantar fasciitis lend themselves to a new approach. This is known in our office as "Patient Presentations." It is a mixture of a PowerPoint presentation done with the patients in the treatment room on the computer or tablet along with elements of

Since you know that patient retention is greatly reduced, a few days after your interaction, let them know they can print or email a copy to review and/or share with their family. This presentation goes over the cause of the plantar fasciitis using

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a consistent explanation is given to every patient  
regarding all treatment options.**

scripting, treatment protocols, and patient education materials by using today's technology to the benefit of patient and physician alike. Let's look at how this could be used in your practice.

A patient comes into the office with a suspected diagnosis of plantar fasciitis. You listen to their history, perform a physical exam, watch them walk, and review their x-rays with them.

At this point, you pull up another browser window next to your medical record and show them the presentation on plantar fasciitis.

pictures and diagrams and uses a consistent and organized approach regarding the treatment options for the condition. In the past, the discussion of plantar fasciitis was dictated by what was most convenient and easiest, and most importantly was based on how much time you have. With this new presentation, a consistent explanation is given to every patient regarding all treatment options (Figure 1).

Throughout the presentation and at its conclusion, the patient has a chance to ask any questions they

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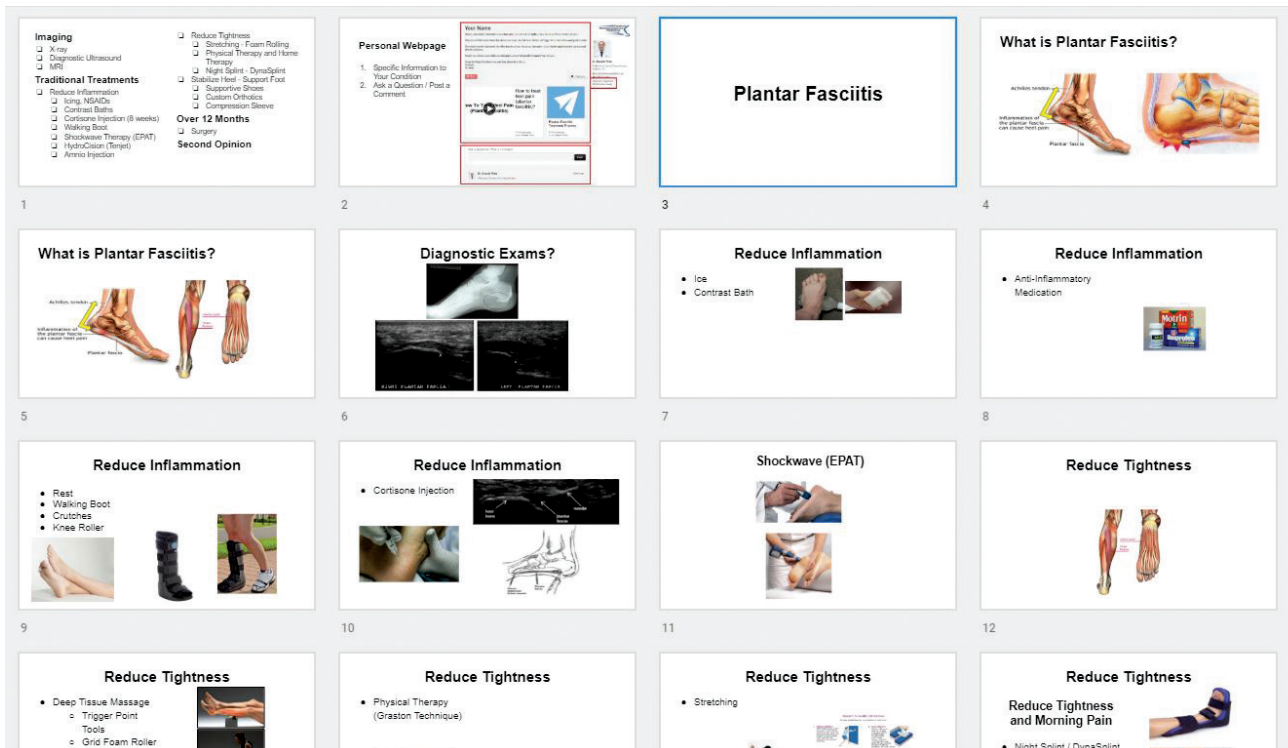


Figure 1: Slides for plantar fascia patient presentation

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may have. At the end, go over a checklist of treatment options (Figure 2), and together you will determine what they would like to do at this time and what might be considered at later appointments. After the encounter, one of the slides has

a hyperlink to a website called Post-Wire that is used to make a personalized webpage for each patient. This is a HIPAA-compliant platform to share information and also has a section where patients can send HIPAA- secure questions to you. There also is a tracker on this platform where you can see if the pa-

tient looked at the information you sent them.

This personal webpage can be made in advance for each diagnose you treat and can include videos, documents, and pictures. It works very well to record a video of your presentation and put that on this personal webpage for the patient to watch again or with a family member (Figure 3). This webpage also includes other handouts and instructions that were reviewed in the patient presentation. Finally, there is a link for patients to provide feedback about your office online to increase reviews about your office, as well as a “Share” button so they can send the page to other people (Figure 4).

In follow-up visits for plantar fasciitis, you would not go through the whole presentation but only use the checklist slide (Figure 2) to evaluate what worked and plan what is the

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Imaging

☐ X-ray

☐ Diagnostic Ultrasound

☐ MRI

Traditional Treatments

☐ Reduce Inflammation

☐ Icing, NSAIDs

☐ Contrast Baths

☐ Cortisone Injection (8 weeks)

☐ Walking Boot

☐ Shockwave Therapy (EPAT)

☐ HydroCision (Tenjet)

☐ Amnio Injection

☐ Reduce Tightness

☐ Stretching - Foam Rolling

☐ Physical Therapy and Home Therapy

☐ Night Splint - DynaSplint

☐ Stabilize Heel - Support Foot

☐ Supportive Shoes

☐ Custom Orthotics

☐ Compression Sleeve

Over 12 Months

☐ Surgery

Second Opinion

Figure 2: Checklist of treatment options for plantar fasciitis

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next treatment option based on the list of options.

In conclusion, this is the idea of a patient presentation and the benefits to both physician and patient are summarized below:

**Simplicity**—It is easier to treat patients when the discussion of the options is guided with a presentation. It is similar to patient protocols but can be updated and improved when needed. This can help the doctor stay focused and organized despite time constraints.

**Greater Enjoyment**—It has made explaining treatment options of more complex conditions much more consistent, comprehensive, and enjoyable, while making the patients more involved and engaged.

**Increased Understanding**—Patients and family members can understand the condition with more depth; they can ask questions and review treatment options at home with, a HIPAA-compliant page that can be shared with them called PostWire.

**Increased Billing**—Providing education on durable medical equipment and products with pictures greatly increases acceptance of them by the patients. Stocking items to be sold and dispensed provides immediate patient access to them, increasing patient satisfaction.

## Plantar Fasciitis Information

Here is some helpful information about heel pain. I would start by watching the video about "How to treat heel pain."

Then you will find some videos that shows how to use the Grid Foam Roller and Trigger Point Tools to loosening calf muscles.

If you had a steroid injection in the office there is a sheet with some information about what to expect from the injection and after the injection.

Finally you will see some additional information about "Advanced Treatments" for heel pain.

I hope this helps if you have any questions please let me know,  
Sincerely,  
Dr. Peltó

Share

Comments

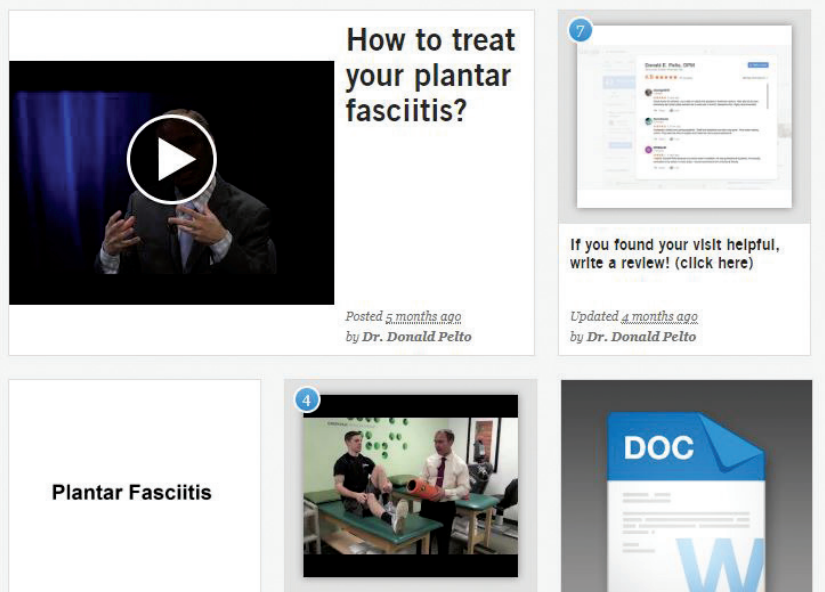


Figure 3: Personalized website example

**Referrals**—On each of the customized pages made for the patient, an area is included in the presentation where you can ask for online referrals from Google, Yelp, LinkedIn, Facebook, etc.

**Take Away**—By using the PostWire product, patients can leave with a copy of the electronic presentation that consists of a personal website, including a video that is made of the presentation, videos of the exercises that were recommended, and multiple other documents they can review. They can communicate back

with the doctor in a HIPAA-secure environment on the bottom of the page.

**Wow**—Patients are wowed and say things like, "I have never had any doctor be so prepared for my visit." The preparation starts before and takes some additional up-front work on your part, but patients appreciate it and this make things easier in the long run. **PM**



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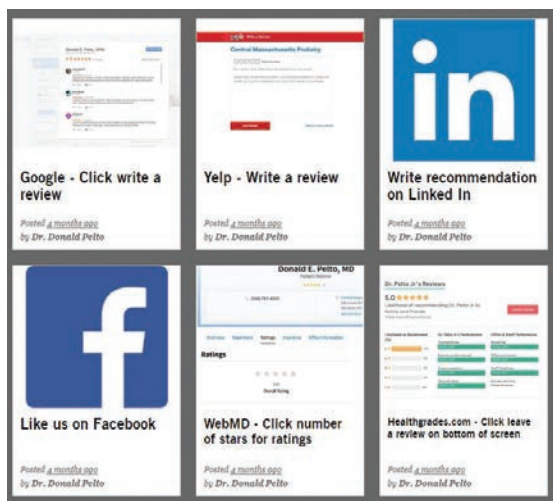


Figure 4: Social media feedback link