

10 Reasons Why You Want to Call Your Patients

Connecting via telephone has unexpected benefits.



BY BENJAMIN MARBLE, DPM

In this fast-paced world of modern healthcare, the art of the phone call seems to be fading into obscurity. With the convenience of email, text messages, and patient portals, it's easy to overlook the impact

1. Tackling Questions: Addressing Post-Visit Concerns

Do you ever notice how patients' questions tend to sprout like mushrooms after they leave your office (and sometimes before)? By picking up the phone and reaching out, we

a shoebox. By making that personal connection, you'll leave your patients with a smile wider than their extra-wide shoes. Let's give them a reason to say, "I don't remember the last time a doctor called me!"

3. Nip It in the Bud: Squashing Misunderstandings

We all know the one patient who's just a post away from airing their grievances on social media. By reaching out, you can snuff out any misunderstandings before they become the talk of the town. After all, we'd rather have our patients singing our praises than singing the blues on Google.

4. Word-of-Mouth Magic: The Ripple Effect

A simple phone call can have a ripple effect that even the mightiest wave couldn't match. When your pa-

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of a simple phone call, especially to a new patient. For podiatrists, reaching out to patients via phone can be a powerful tool for building strong relationships, improving patient care, and preventing provider burnout. In this article, we'll explore ten compelling reasons why picking up the phone and dialing your patients can make a world of difference.

can tackle those lingering concerns head-on, sparing our patients from the agony of "Oh no, I forgot to ask how many times to soak my newly fixed ingrown toenail!"

2. The "Doctor Dialed Me" Wow Factor

A phone call from their podiatrist, let alone any provider, is as rare as finding a four-leaf clover in

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tients rave about your personalized care to friends and family, you're not just building a patient base, you're creating a fan club.

5. Friends Don't Sue Friends: Solidifying Relationships

Solidifying your relationship with patients isn't just about warm fuzzi-

8. Bridging the Gap: Connecting with Loved Ones

Imagine a scenario where a patient, due to a hearing impairment or cognitive challenges such as dementia, struggles to fully comprehend their podiatrist's recommendations during an appointment. This has definitely happened to you! Furthermore, if the patient arrives alone, there may be missed oppor-

10. Preventing Provider Burnout through Meaningful Connections

Lastly, the call to a patient should never be reduced to a mere transactional interaction. Instead, it should be approached with the same genuine care and concern one would have when checking in with a friend. By fostering meaningful connections through these calls, podiatrists can prevent burnout by reminding themselves of the human impact of their work. Engaging with patients on a personal level can re-ignite passion and purpose, reinforcing the rewarding nature of helping others and preventing the emotional exhaustion associated with the profession.

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ness; it's about preventing lawsuits. A little personal touch can go a long way in building trust and understanding. Legal battles are rare when you've got patients who see you as a friend rather than just a white-coated foot whisperer?

6. Say My Name, Say My Name: The Power of Personalization

Beyoncé may have been onto something with that catchy tune. People love hearing their name. When you ask for them by name and repeat their name several times throughout the phone conversation, it's music to their ears. So, dial up and spread the love by dropping their name like it's the hottest new beat.

7. Surprise, It's Treatment Time: Adding Forgotten Treatments

Have you ever had a patient leave your office only to realize you forgot to tell them about a treatment option? By reaching out, you're not just checking in, you're giving them a delightful surprise—one that's better than finding a forgotten \$20 bill in last season's boots. Just the fact that you were thinking about them and how you can get them better speaks to your personalized care. This will also bring them back into the office for possible cash pay options you realized could help them—laser treatments, shock wave, and/or orthotic impressions, to name a few.

tunities to engage in meaningful discussions about their condition, its root causes, and the proposed treatment plan. By making follow-up calls to patients, podiatrists can bridge this gap by connecting with

the patient's loved ones. This not only ensures that vital information is relayed to the patient's support network but also fosters a deeper understanding of the patient's condition, thereby enhancing their overall care experience.

9. Setting a Standard of Excellence

The act of proactively reaching out to patients sends a powerful message to your entire healthcare team. It demonstrates that effective communication and patient care are top priorities within your practice. Additionally, by promptly addressing any messages left by patients, you reinforce the notion that building a base of loyal and satisfied patients is a commitment that starts at the top—with the doctor. This not only instills a sense of pride and purpose within your team but also sets a standard of excellence that permeates every aspect of patient care.

These 10 benefits are yours just by using the following tried and true simple script: "Hello _____, this is Dr. _____ just calling to see if you have any additional questions with regards to our conversation yesterday. (pause for response) Also, I just wanted to say it was a pleasure having

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you in the office and hope you had a good experience with us. (pause for response) If you have any additional questions between now and when we see you again, feel free to call and talk with me or a TEAM member (cue the call has come to an end)."

Enjoy the benefits that come from making a personal connection through the phone with your patients! **PM**



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