

PATIENT VIDEO TESTIMONIAL - PROTOCOL & SCRIPTS

FOLLOW UP APPOINTMENTS

Protocol

1. General

- Get them while they're hot
- Make it easy
- Make it fun & enjoyable
- Give them incentives
- Customize incentives to their needs and interests

PRO TIP:

It's easier to get your patients to appear on video if your team has appeared in video footage and can talk about their experience with the patient; and it's easier to get your patients on video if you already have patient video testimonials posted on your website.

2. Happy patients at follow up appointments

Your patient will be happy 😊 or will not be happy 😞.
If happy, your team member should assess the 'scale of happiness.'

Scale of Happiness

Patients who can see results, but they may want more or may have expected more.

Your team should feel these patients out.
They may or may not be candidates.

Patients who can see results and are feeling totally ecstatic!
These are your candidates.

Step 1: Celebrate with her and recruit her for a video testimonial...right then...at that moment...before she leaves. (use the script that follows)

- Your team must get her (1) while she's in your office, and (2) feeling excited.
- Avoid allowing her to return when she "is made up for camera." Her enthusiasm will wane and your odds at getting the video go down substantially.

Step 2: What if the patient agrees, but insists on waiting until a later date. Your team member should

- (1) get her to agree on a day and time to return; and
- (2) give her an incentive to return, i.e. a free product, inexpensive treatment, etc. (use the script that follows)

Step 3: Scripts

SCRIPTS

The Ecstatic patient script

Treatment Specialist: “I’m so excited for you! We just love it when our patients are so happy. We love to show others how great it can be. Could I get you to do a really quick video telling us about how you feel? It’ll take just a couple of minutes. Would you do us that favor?”

Patient: I’d love to but let me return when I look better.

Treatment Specialist: “You look gorgeous right now. It’s just an informal video. Would you do it for us?”

Patient: Okay, but I don’t know what to say.

Treatment Specialist: Nothing special, just say why you came, what you wanted to achieve and what the procedure did for you. It’s all about your experience. You’ve seen the patients on our website, right?

Patient: Yes...Okay, let’s do it!

- If your patient is happy and agrees to do the video at a later date, pin down a date and offer her an incentive to return.

SCRIPTS

The Ecstatic Patient who wants to return for the video

Treatment Specialist: I understand you want to get all beautified for your video. When can you come in? Let me make it worth it for you. How would you like either a free bottle of Green Tea Concentrate or a refreshing face masque?

Patient: Green Tea Concentrate would be amazing!

Treatment Specialist: We know your time is valuable and we appreciate it. What's a good day for you? Tomorrow?

Patient: Yes, tomorrow at my lunch time. Maybe 12:30?

Treatment Specialist: Great! Tomorrow at 12:30. I'll have your Green Tea Concentrate bagged up for you!

Patient: Awesome