

Patient Coordinator Coaching/Training Program

The most important person you can invest in with the greatest return is your **patient coordinator**. Your patient coordinator can make or break your practice, and that is why we are here to help you.

As a physician, you put a lot of pressure on your patient coordinator to book procedures. Yes, that is their job, but what type of training and coaching are you providing to help them? Did you know that if you were a Fortune 500 company you would be investing a minimum of \$8500 to \$20k per year in training and coaching for each professional sales person? Why would a company do this? Because they know the key to increasing sales and growing the business requires investing in the person that brings in the business or sales.

The question I would like you to ask yourself is, *"How much are you investing in your patient coordinator?"* The key person that can make the biggest significant difference in the growth of your practice.

We at The Novak Group have come up with the perfect solution to coach your patient coordinator on a **daily, weekly or monthly** basis to give your practice the competitive advantage over your competition and book more procedures right away.

Ongoing training is very important to introduce new concepts, ideas, strategies and techniques. The goal is to change habits and behaviors. The only way to insure that your patient coordinator is implementing new concepts and ideas is with ongoing coaching and accountability. This is a great way to virtually guarantee the most success.

Program Details:

Coaching Your Patient Coordinator to Success

As a coach, Tod Novak realizes that it's all about you (not him) and making your practice the best it can be. Tod will discover what really motivates your patient coordinator to become more successful and productive.

Working together we will create and identify powerful goals that are personalized just for your patient coordinator and the practice. Mr. Novak will be a supportive partner, motivator and advisor throughout the coaching process to measure, monitor and manage progress. Tod takes his responsibility to your practice seriously to assure that your patient coordinator reaches their goals and goes to the next level.

As a sales coach, Tod will show your patient coordinator how to advance their skills and convert ambition and drive into increased sales success. As sales victories increase, stress will be reduced and profits will increase. The bottom line is simple...with Tod Novak as your patient coordinators personal coach, **Tod will help increase profits and help take your practice to the next level.**

Why Tod Novak

Tod Novak is CEO of The Novak Group, sales and communication experts who train and coach businesses about sales, communication, customer service and motivation. Tod is considered one of the top sales and communication experts in the country today. His clients read like the "Who's Who" of every major industry including Microsoft, Ford, Liberty Mutual, Comcast, State Farm, Manhattan Lasik Center, Pacifica Cosmetic Surgery Center, YWCA, and Health Point Surgical. Tod has appeared on national radio and TV, and has authored numerous articles. His compelling book is called *Has Technology Left Us Speechless? Restoring The Human Connection In Our Digital Age*.

Tod's Availability

Mr. Novak is available to your patient coordinator by email, phone and text (Monday through Friday 8:30 a.m. to 7:00 p.m.)

For Example:

- A consultation is coming in and your patient coordinator may need some advice or encouragement prior to the consultation...call Tod
- A patient is wanting to cancel their procedure. What should your patient coordinator say to keep them excited about the procedure?...call Tod
- A potential patient came in for a consultation and was excited, but just needed to go home to think about it or talk it over with someone, and they promised to get back to you in 2 days. It is now 2 weeks later and they have not returned your email or phone call, what should you do next?...call Tod
- A patient is not happy with the outcome of a procedure. What is the best way to communicate with the patient...call Tod
- Your patient coordinator is aware that a potential patient coming in for a consultation has consultations scheduled with other doctors. How your patient coordinator addresses this situation can make all the difference...better call Tod

No matter what the question or situation might be, Tod will be there for your patient coordinator!

What Can You Expect From Your Coach Tod Novak

The first step in coaching will be to schedule a two-hour, one on one meeting via Zoom Video Conference. Together we will define, clarify and focus on your patient coordinators motivation, and what it will take to get the results that you and your patient coordinator are committed to achieve. Next, we will develop a personalized action plan to increase sales and grow your practice.

(4) times per month a comprehensive 45-60 minute coaching session will be scheduled by video conference with your patient coordinator. These meetings insure accountability and we will discuss progress so we can fine-tune the action plan. Your patient coordinator and Tod will also discuss consults that did not book a procedure and next steps to get them back in the office and book a procedure.

Confidentiality

A confidentiality agreement will be signed so you can be assured that all communication will be held in the strictest confidence.

Investment:

Monthly Patient Coordinator Coaching Program:

- Initial strategic planning session via Zoom Video Conference (2 hrs.)
- Unlimited phone calls, text messages, and email
- Weekly (45-60 minute) coaching sessions via Zoom Video Conference or phone

\$1500/month (3 month minimum commitment)

Please call my office at 949-891-1423 or email Joyce at Joyce@TodNovak.com to schedule a conference call. You can achieve immediate results, and we can have fun making it happen. I look forward to working with you, your patient coordinator(s) and helping grow the practice.