

## PARAGON CRT PATIENT TESTIMONIAL PROGRAM

Patient testimonials are a powerful marketing tool. This simple, cost-effective tactic offers the opportunity for patients considering Paragon CRT to become more comfortable with the treatment option by learning from the experience of other patients. In Marketing, this is referred to as a “third party endorsement”.

Patient testimonials are a practice builder and can be used to promote both clinical expertise and services, as an integral component of your overall internal marketing strategy. Testimonials are to be placed in the following areas of the practice:

- Message on Hold
  - A short, upbeat statement will draw attention to Paragon CRT.
- Patient Testimonial Book
  - Fill the pages of a binder with patient stories, thank you cards and other practice memorabilia and place in your reception area to generate patient interest.
- Practice Website
  - Place a link on your homepage that offers patients the opportunity to read what satisfied patients have to say about Paragon CRT.
- Testimonial Fliers
  - Hand patients a copy of your favorite testimonials to generate discussion.
- Wall of Fame
  - Frame patient testimonials along with patient photos and display on the walls of your office, opening the door for patient discussion.

## HOW TO APPROACH THE PATIENT

Using patient testimonials in any of the key areas described above requires the following steps:

1. Making the Request
2. Gathering the Story
3. Receiving Patient Permission on Story Use

### **Making the Request**

Your first step is to determine into which internal marketing options you plan to incorporate patient testimonials. Once determined, each option is discussed during the patient request to participate ensuring the patient understands what they are agreeing to.

Approach patients who are enthusiastic about the change Paragon CRT has made in their lives at their month one appointment, or when their daytime vision has stabilized. At this point patients are typically in the “WOW” phase of excitement. Simply ask them if they would be willing to share their experience with others, and detail how you plan to share their story.

For example, the doctor might say:

*“Mrs. Smith, I am very pleased with how well Paragon CRT is working for you. We are developing an area on our practice website for patient success stories. I was wondering if you’d be willing to share your experience with other patients who are interested in CRT? Great! I’ll have (staff members name) give you a simple form to complete – it will only take a few minutes of your time and I really appreciate it.”*

### **Gathering the Story**

Your second step is to make it easy for your patient to share their story. A sample patient testimonial “What Our Patients Are Saying About Paragon CRT” form has been included at the end of this manual to assist you in getting started. If the patient is pressed for time, give them a practice envelope (preferably with postage attached) and ask them to return the form to your office at their convenience.

### **Receiving Patient Permission on Story Use**

Finally, the Patient Testimonial “What Our Patients Are Saying About Paragon CRT” Form includes a short statement requesting formal permission for use of their statements in the promotion of Paragon CRT in your practice, and a line for signature. Place the signature form in the patient’s chart.

If the patient returns the form to your office unsigned, a phone call to the patient is a good idea to make sure they are still comfortable with sharing their story with others. At this point, if verbal permission is again given, document the date and result of the call in the patients chart.

## **PATIENT TESTIMONIAL MARKETING MATERIALS**

### **On-Hold Messages**

Include a favorite statement from one of your Paragon CRT patients as part of the patient education component of your Paragon CRT promotional copy on your on-hold message system.

### **Patient Testimonial Book**

Create an in-office Patient Testimonial book for all patients to enjoy while waiting to be called for their appointment. Your coffee table book does not have to be expensive, but it should be neatly organized. Purchase a nice, 3-ring binder (and plenty of insert sheets) that allows you to insert your own title page in a color that complement your logo, or your décor. Create your own front cover, or use the sample enclosed at the end of this manual. As you receive the “What Our Patients Are Saying About Paragon CRT” forms, simply add the statements to the binder. Your first stories can be from those who participated in the Paragon CRT “Fit a Staff Member” Program.

If a patient has expressed interest in Paragon CRT lenses during scheduling, or at check-in, the receptionist should direct the patient's attention to your testimonial book.

*"While you are waiting, Mr. Smith, you might enjoy reading about what some of our patients say about their experience with Paragon CRT. You'll find them in the binder on the coffee table."*

### **Website Opportunity**

Consider creating a special "What Our Patients Are Saying About Paragon CRT" area on the homepage of your website for patient testimonials with a link to [www.paragoncrt.com](http://www.paragoncrt.com) or refer to you *Connecting Revenue and Treatment with Paragon CRT* binder for information about the Patient Information Center available for your website.

### **Testimonial Fliers**

Another use for the completed "What Our Patients Are Saying About Paragon CRT" form is to use as a flier and hand copies of one or two of your favorite testimonials to patients who inquire about the benefits of Paragon CRT while in your office. You can also include the flier in your patient education materials, and/or hand the fliers out at seminars and health fairs.

### **Wall of Fame**

Frame your favorite "What Our Patients Are Saying About Paragon CRT" messages, and hang them on the walls in your office – especially in those areas where patients spend the most time – waiting rooms, exam lanes, and dilating areas. Have teens and kids sign their fliers and place their ages under their name to generate interest from this patient target group.