

PARAGON CRT PATIENT ADVOCATE PROGRAM

Many patients enjoy telling their personal success stories to others. Capitalize on these patients by asking them to participate in a Patient Advocate Program for Paragon CRT. Patient advocates can be used as a resource for patient testimonials at seminars, answer questions via email, write articles for your patient newsletter and on occasion, by speaking with a patient considering Paragon CRT over the telephone. Adolescent patient advocates and their parents can be especially helpful to practices by addressing the concerns of other teens and their parents.

Your first step is to determine the marketing programs that will utilize the Patient Advocate Program. Then begin to speak to alumni patients who are outgoing and enthusiastic about Paragon CRT. These are the type of patients you have easily developed a friendly relationship with during their treatment. You may want to approach these patients during the “Wow” phase and ask them if they would enjoy sharing their experiences with other patients considering Paragon CRT. Be sure to be clear about their participation options.

You can also gather potential patient advocates from the most interesting stories your adult, teen and child patients submit on the Paragon CRT “What Our Patients Are Saying About Paragon CRT” form. Create and maintain a list of these patients for future contact.

Email Resource

Use your Patient Advocate Program to assist the practice with articles for patient newsletters, to create a testimonial corner on your web page and to offer as contacts to answer questions from other patients. Teens especially enjoy talking to other teens about their experience through an email link from your practice to the alumni patient. Consider rotating alumni stories and question resources on a quarterly basis.

Speakers Program

Patient education seminars on the benefits of Paragon CRT for your adult and adolescent patient databases is an ideal time to use your Patient Advocate

Program. Consider selecting an adolescent patient and his parent to speak at your seminar on the difference Paragon CRT therapeutic lenses have made in their lives – both from a visual perspective and a convenience perspective.

Patient Appreciation

Once the Patient Advocate has completed participation, a small gift is appropriate as a thank you for the ongoing support of your practice. Again, the value of the gift should not exceed \$25.