

# Jennifer de St Georges, JdSG International Inc.

## Handout for the SDDS Winter Convention 2.12.22 Program

### Communicating Financially with Your Patients Sponsored by CareCredit

#### IMPLEMENTING CHANGE AFTER a Jenny de St Georges Program

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##### Next Step

1. If part of the **team** did not attend Jenn's program today, schedule a staff meeting where one person can update the rest of the team on JdSG's program's material & give input as to the value for your practice
2. **Before** discussing new methods to consider to how to handle a problem, address the limitations (weaknesses) of the current method being used. People are more open to receive potential solutions & different approaches after acknowledging the current approach is not working!
3. Ensure your **software** program will support any planned management changes (Scheduling, Financial or Management) Imperative the software does not sabotage your desired outcomes.
4. When changes take place, and a 'mistake is made', the team should **never blame** each other.  
Negative: 'Jenny-how come YOU scheduled the emergency patient at that time?!'  
Positive: 'Jenny, can we discuss how we can better schedule the next emergency patient so (benefit)  
Jenny's Proverb: find the weakness in the system-do not blame the person

##### Working with patients as one 'updates' a protocol (procedure, philosophy, policy)

1. Major changes being adopted, present to patients in **writing**, educate patients to benefits THEY'LL enjoy
2. When patients informed re a major change, update computer so team aware when a patient informed
3. Essential Doctor(s) & entire team must send **identical** message to all patients when change happens
4. Patients perceive Dr. as the weak link!! -**Dr.** should refer patients requests for special treatment to Admin.
5. Do not let the **minority** rule the majority. 5% of patients will fight a practice on every management change. 95% 'go with the flow' --when they understand how the change benefits them
6. When an office "breaks" the rules-let the patient **know** you broke rules for THEM-make them feel special. When you break a rule for a patient, & DON'T tell them that you have made an exception for THEM--they will assume this is the NEW general rule. Will expect this special service every time & referrals.
7. When a patient asked why office **policy** not the one the patient remembers-'Mrs. Patient, you are correct, we used to do it that way. We've found it is in our patients' best interest to do X instead Y (sell benefit)
8. Don't win the battle but **lose** the war-
9. **Never** ask a patient a question UNLESS you are prepared to handle the NO: 'Mrs. Patient, would you like to pay today? 'No thank you Jenny--but thank you so much for asking!'

##### Special Handlings

1. Any change affecting patients **without informing** them in advance re said changes is doomed for failure
2. Your Continuing Care patients need a verbal/written personalized update at Admin desk
3. Recently bought an established practice? We suggest **no major changes** for first 12 months.