

# A 6-Step Guide for Converting Free Visitors into New Members

## INDIVIDUALS MARKET SEGMENT

A guided conversation framework you can learn and repeat that'll help you turn 'free visitors' into thriving DPC patients.

The second a potential member hits your doorstep (or virtual doorstep) you want to make sure they have a fantastic first visit experience. You may have invited them in for a first visit to see what it's all about. At that first visit, guide them through an intentional conversation that sets them up to get the accessible, relationship-based, intuitive healthcare that they actually need - today and in the future.

## 01 Set the expectations up front. *Give them the roadmap for what is about to happen.*

### A hook and a boundary.

"Thanks for coming in today! Getting fantastic healthcare can be very frustrating and expensive, so we decided to change all that. You shouldn't have to deal with waiting weeks to be seen, having to make multiple appointments to address your concerns, or paying copays and getting surprise bills in the mail. We decided to increase the level of care our patients get while lowering the cost. Today I'll show you around our clinic, you'll get a full visit with me/our doctor where you can ask as many questions as you want, then I'll explain how our membership works and help you get signed up if you'd like."

## 02 Value on their terms. *Find out where they (not you) see the value in their care.*

### Do you see the doctor fairly often, or are you the type that never really goes to the doctor much?

#### — THE "OFTEN" PERSON:

Ask questions! You'll uncover the reasons they are (or aren't) going to the doctor and then pair those with success stories for how that would be handled in the DPC setting.

#### Questions:

1. Are you taking any prescriptions? How many?
2. When was the last time a doctor reviewed all of your medications for you?
3. Do you ever see a specialist? What for?
4. Is there something you're concerned about but haven't been able to address with your doctor?
5. Is there anything you wish you could get from your doctor that you aren't getting now?

— THE “ALMOST NEVER” PERSON:

Ask questions! Find out what “I’m generally healthy and I never go to the doctor” actually means to them.

**Questions:**

1. Tell me about your lifestyle. (job, kids, exercise habits, stress level, travel, etc.)
2. Do you generally go to urgent care when you do need something?
3. Have you ever been to the emergency room?
4. What kind of things do you end up at the urgent care or ER for?  
(Strep/Flu tests, stomach pain, broken bones, laceration, etc.)
5. What have you been putting off that you know you should probably address? When was the last time you:
  - ✓ Annual physical, bloodwork
  - ✓ Thyroid function
  - ✓ Diet/food sensitivity testing
  - ✓ \*\*\*insert a question that lines up with your services\*\*\*
  - ✓ Allergies and allergy testing
  - ✓ \*\*\*insert a question that lines up with your services\*\*\*
  - ✓ Medication review
  - ✓ \*\*\*insert a question that lines up with your services\*\*\*
  - ✓ Skin check/mole removal

## 03 Tell what could be. Use stories to help them see how it could be different.

### Describe how awesome life could be if that problem was solved!

— THE “OFTEN” PERSON:

You shouldn’t have to deal with *\*\*insert their problem here.\*\** I know how frustrating that can be, not to mention the concern it leaves in the back of your mind of whether your care is really being handled properly. You should have a doctor that knows you, your lifestyle, your history, and takes the whole picture into consideration when providing care. And you should be able to contact them whenever you want, and come in for appointments when you need to be seen – not having to wait weeks or months.

**Success story:** *\*\*Use your own, here’s an example!\*\**

“We did this same thing for another patient this week! He had called his doctor on Monday, the doctor finally called him back on Friday and just told him to go to the ER. By that time, the condition had gotten a lot worse. Once we found out we were able to do a house call, address the actual problem, and work together to create a care plan that actually works for the patient. No more urgent care and ER, or waiting a week for a call back.”

— THE “ALMOST NEVER” PERSON:

You shouldn’t have to put things off or pay an arm and a leg when you rarely go to the doctor *\*\*insert another specific issue they may have brought up instead if needed.\*\** I know how frustrating it can be to pay for something you barely use, then when you do need to use it – you have to pay even more! So many of our patients are generally healthy, never really go to the doctor, have insurance, and still won’t give up their DPC membership.

**Success story:** *\*\*Use your own, here’s an example!\*\**

“One of our patients is a mom who’s super healthy and never went to the doctor much before joining, she also has two kids. Last week, in one visit, we were able to remove a basal cell and stitch it up, provide treatment for her eczema, do a well-baby visit for her youngest, and a strep test on her oldest child. That would have been 4 visits, weeks of waiting, and at least \$1000 after insurance before. We had her in and out the door in 30 minutes! She said just that basal cell alone would have been something she would have waited years to address before simply because of the time and hassle it requires to go get it checked out.”

## 04 Clearly define what's in the way. *Don't shy away from the problem. Address it boldly!*

**Address the obstacles - the traditional healthcare system, the insurance, the inconvenience, the price.**

### — TRADITIONAL HEALTHCARE SYSTEM

**I already have a provider or providers that I like.**

“You don't have to leave those providers. Our #1 priority is you and your care, and we'd never want to do anything to disrupt a good care plan. You can work with us while continuing or scaling back with your current provider - we will do whatever it takes to understand the big picture and provide you with the best care.”

### — THE INSURANCE

**I have insurance, how does DPC work with that.**

“Almost all of our patients have insurance either on their own or through their employer. We actually recommend it! Although we don't file insurance claims, we advise our patients to keep it for catastrophic needs. Our patients see better care, better access, better relationship, and better expenses by adding DPC to their healthcare mix. We increase your care and save you money by prioritizing you, not profits.”

### — THE INCONVENIENCE

**I don't want to do even more appointments than I'm already doing, or you're not close in proximity to me.**

“Most of the care we provide is actually through virtual means. Although we see our patients onsite whenever they'd like to be seen - we often find that our patients need to connect with their doctor while on-the-go, and we can provide care that way. We communicate daily with our patients through text, call, video chat, and email.”

### — THE PRICE

**I already pay for insurance, why would I pay for this?**

“Because you'll likely spend less overall even with insurance! We don't charge copays, we don't send bills in the mail for your coinsurance obligation. We fill prescriptions and complete labs at wholesale costs, so you're never paying marked up prices.”

1. You might pay \$900 - \$1000 for an MRI after insurance, but with us it could be as low as \$300.

*Just one example of how our patients win over time.*

2. We work directly with you to address your whole healthcare picture - including how you pay for it. We leverage our industry knowledge, relationships, and connections to negotiate the best rates when you need something extra, like an x-ray, medication, or a lab test.

**Celebrate! Congratulate your new patient as they embark on their new healthcare journey.**

## 05 Remove the barrier.

*Back to the hook, now with their story.*

### **Simple, clear steps for getting to what could be. Back to the hook!**

“You’ve experienced what it’s like to get healthcare the old way - it’s frustrating and expensive. You shouldn’t have to deal with *\*\*insert their problem here\*\** waiting weeks to be seen, having to make multiple appointments to address your concerns, or paying copays and getting surprise bills in the mail. We charge one flat monthly fee on a monthly membership basis; this allows you to get better care for a lower cost.”

## 06 Join and next steps.

*Invitation and what comes next.*

### **Plan of action – what you’ll do in the next 30 days.**

“After your visit today we’d like to see you again within the next couple of weeks. In this next visit we will:

1. *\*\*Care plan item #1*
2. *\*\*Care plan item #2*

“If you’d like, I can go ahead and get you signed up for a membership so that we can get you booked for that next visit. Our membership is a monthly fee of \$xx and you can cancel at any time.”

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