

7 Communication Mistakes Medical Practices Make (And How to Fix Them)

TURNKEYMD
UNLOCK YOUR POTENTIAL



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What if your team could handle every patient interaction with confidence and consistency, no matter the situation?



LEARNING OBJECTIVES

- 1 Identify and fix the top communication errors that lead to inefficiencies and lost revenue**
- 2 Foster a culture of clear, consistent communication among staff and providers**
- 3 Use simple yet effective tools to improve patient interactions and office workflows**



Mistake #1:

**Not Training Staff with a
Consistent Communication Model**

Mistake #1:

When staff communicate differently, patients receive inconsistent information, leading to frustration and mistrust.

✖ IMPACT:

**Confused patients,
who may leave
bad reviews.**



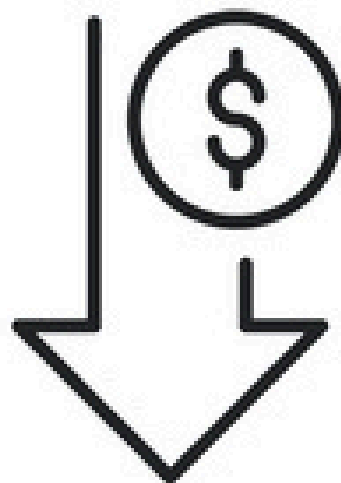
✖ IMPACT:



**Staff feeling
unprepared or
overwhelmed.**



✖ IMPACT:

**Decreased
patient
retention.**





Imagine if everyone on your team could follow a specific formula to communicate with your patients?

SOLUTION:

- ✓ **Train staff using a consistent framework.**
- ✓ **Use role-playing and active listening exercises to reinforce training.**
- ✓ **Provide standardized scripts for common patient interactions.**



Get in Learning Mode as a Team

Decide on specific phrases and language you will use as a team.

*“My
Pleasure”*

*“Absolutely, I’ll be
happy to...”*

*“May I place you
on a brief hold?”*

“It looks like...”



Dos and Don'ts in Patient Communication



- ✓ **Use clear, kind words and stay calm.**
- ✓ **Listen carefully and repeat back what the patient says.**
- ✓ **Document conversations in the patient chart.**



Dos and Don'ts in Patient Communication



Don't talk about patients where others can hear.



Don't use slang or joking language with patients.



Don't ignore patient complaints - always follow up.



Celebrate Good Communication





Mistake #2:

Lack of a Knowledge Base

Mistake #2:

Without a centralized resource guide for staff, practices struggle to provide accurate and timely responses to patients.

IMPACT:

- ✗ **Misinformation leads to patient frustration.**
- ✗ **Staff spend unnecessary time looking for answers.**
- ✗ **Increased errors in patient communication.**



**How does your team know how
to answer patient questions?
What if something changes?**



The Solution



Create a Knowledge Base for Staff



A place where everyone can look up answers about the practice.



Helps staff give the same information to patients.



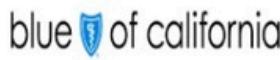






Saves time and reduces mistakes.



Create a Knowledge Base for Staff

- ✓ **Managers and Admins make real-time updates/changes.**
- ✓ **Use Google Sheets or other collaborative tool like Trello.**
- ✓ **Add images/examples of insurance cards, etc.**

	A	B	C	D	E	F
1	INSURANCE	INSURANCE TYPE	LOGO	NUMBERS		
2	AETNA	PPO, POS, EPO				NOTE: For HMO: Lakeside/Regal only with referral/authorization number. If they say they don't have it with them please advise "in the case that you don't have your authorization for your appointment you will be responsible for your visit at our cash rate"
3	ANTHEM BLUE CROSS	PPO, EPO, EBA&M, MPI, WRITERS GUILD, SAG, FEP We are out of network with Blue Shield Tandem network				
4	BLUE SHIELD	PPO, EPO, EBA&M, MPI, WRITERS GUILD, SAG, FEP				
5	CIGNA	PPO, GREATWEST, Open Access Plus,				NOTE: Practice is Not Affiliated with KAISER insurance.
6	FIRST HEALTH NETWORKS	PPO				
7	HEALTH NET	THROUGH EMPLOYEE NETWORK ONLY - we do not take EPO plans Health Net PPO				NOTE : The practice is not a Medi-Cal provider
8	MEDICARE	All Advantage plans				
9						UPHP (Upper Peninsula Health Plan) MiHealth



Create a Knowledge Base for Staff

What to include:

- ✓ Practice Demographics
- ✓ Insurance Roster
- ✓ Provider Roster
- ✓ Fee Schedules
- ✓ Staff Roster
- ✓ Over-the-counter items
- ✓ Scheduling Protocols
- ✓ Telephone Scripts



Menus



100%



123

Arial



10



A1



A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

NEW PATIENT EXAM

CPT CODE	DESCRIPTION	PRICE
99202	OFFICE/OUTPATIENT VISIT	\$160.00
99203	OFFICE/OUTPATIENT VISIT	\$230.00
99204	OFFICE/OUTPATIENT VISIT	\$350.00

ESTABLISHED PATIENT EXAM

CPT CODE	DESCRIPTION	PRICE
99024	POST OP FOLLOW-UP VISIT	
99212	OFFICE VISIT LVL 2	\$120.00
99213	OFFICE VISIT LVL 3	\$180.00
99214	OFFICE VISIT LVL 4	\$230.00
99242	CONSULT LVL 2	\$200.00
99243	CONSULT LVL 3	\$280.00
99244	CONSULT LVL 4	\$400.00

X-RAYS

CPT CODE	DESCRIPTION	PRICE
73610	X-RAY ANKLE LT	\$100.00
73610	X-RAY ANKLE RT	\$100.00
73650	X-RAY OF HEEL LT	\$100.00
73650	X-RAY OF HEEL RT	\$100.00
73630	X-RAY OF FOOT LT	\$100.00
73630	X-RAY OF FOOT RT	\$100.00
73600	XRAY OF ANKLE 2V	\$90.00
73620	XRAY OF FOOT 2V	\$90.00

CASTING

CPT CODE	DESCRIPTION	PRICE
29515	APPLICATION LOWER LIMB	\$150.00
29425	APPLY SHORT LEG CAST	\$175.00
29405	APPLY SHORT LEG CAST	\$185.00
29515	APPLICATION LOWER LIMB	\$150.00
A4590	SPECIAL CASTING MATERIAL	
29540	STRAPPING OF ANKLE / FOOT	\$70.00
29550	STRAPPING OF TOES	\$50.00

DME

CPT CODE	DESCRIPTION	PRICE
L1902	AFO ANKLE GAUNTLET	\$140.00
L1930	AFO PLASTIC	
L4397	NIGHT SPLINT	\$150.00
L3000	ORTHOTICS - SELF PAY	\$500.00

NAIL/WART

CPT CODE	DESCRIPTION	PRICE
11755	BIOPSY NAIL UNIT	\$250.00
17110	DESTRUCT B9 LESSION	\$260.00
17111	DESTRUCT LESSION 15	\$320.00
11750	REMOVAL OF INGROWN	\$350.00
11730	REMOVAL OF NAIL PLAT	\$250.00
11732	REMOVAL OF NAIL PLAT	\$70.00
28190	REMOVAL OF FOOT FOF	\$580.00
28192	REMOVAL OF FOOT FOF	\$850.00
28193	REMOVAL OF FOOT FOF	\$1,050.00
11719	TRIM NAIL(S)	
11720	DEBRIDE NAIL 1-5	\$100.00
11721	DEBRIDE NAIL 6 OR MORE	\$120.00
11055	TRIM SKIN LESION	\$180.00
11056	TRIM SKIN LESION 2 - 4	\$200.00
11057	TRIM SKIN LESION OVER	\$250.00

INJECTIONS

CPT CODE	DESCRIPTION	PRICE
20550	INJ TENDON SHEATH/LIMB	\$180.00
20551	INJ TENDON ORIGINS/IN	\$180.00
20552	INJ TRIGGER POINT 1/2	\$180.00
20612	ASPIRATE/INJ GANGLIO	\$180.00
64455	N BLOCK INJ PLANT (ST	\$180.00
20600	DRAIN/INJ JOINT/BURSA	\$180.00

SKIN SURGERY

CPT CODE	DESCRIPTION	PRICE
10061	I&D COMP	\$440.00
10060	I&DSIMPLE	\$250.00
11100	BIOPSY SKIN LESION	\$120.00
11101	BIOPSY SKIN ADD-ON	\$65.00
11042	DEB SUBQ TISSUE 20 S	\$300.00
11045	DEB SUBQ TISSUE ADD	\$100.00

FRACTURE CARE

CPT CODE	DESCRIPTION	PRICE
27760		\$700.00
28400		\$530.00
28430		\$500.00
28450	TREAT MIDFOOT	\$450.00
28490	TREAT BIG TOE	\$300.00
28530	TREAT SESAMOID BONE	\$290.00
27788	TREAT ANKLE FRACTUR	\$250.00
28515	TREATMENT OF TOE F	\$350.00

OTHER

CPT CODE	DESCRIPTION	PRICE
G8417	CALC BMI ABV UP PARAM F/U	
L3485	SHOE HEEL PAD	

MEDICATIONS

CPT CODE	DESCRIPTION	PRICE
J1100	DEXAMETHASONE SOD	\$10.00
J0670	INJ MEPIVACAINE HCL/	\$10.00
J3301	INJECTION, KENALOG 1	\$15.00
J3420	VITAMIN B12 INJECTION	\$15.00
J3490	DRUGS UNCLASSIFIED	\$20.00
J0702	BETAMETHASONE ACET	\$20.00
J2001	LIDOCAINE INJECTION	\$10.00

SURGERY

CPT CODE	DESCRIPTION	PRICE
28010	INCISION OF TOE TEND	\$920.00



Insurance

Important Links

Client Profile

Acronyms

Language

Learning

Front Desk Training

Self Pay Fee Schedule

Non Claim Charges

Services and Appointment Type

Co





Create a Knowledge Base for Staff

What to include:

- ✓ Shared Portal Logins
- ✓ Appointment Types
- ✓ CPT/Modifiers/ICD10
- ✓ Insurance Verification Rules
- ✓ Medical Abbreviations
- ✓ Medical Terminology
- ✓ Birthdays + Starbucks Order
- ✓ Anything Helpful!



Mistake #3:

No Standard Operating Procedures (SOPs)

Mistake #3:

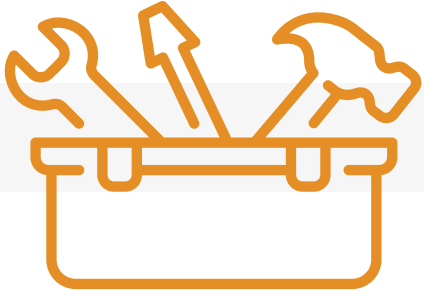
Without SOPs, staff guess how to handle situations, leading to inconsistency and inefficiency.

IMPACT:

- ❌ **Confusion during critical patient interactions.**
- ❌ **Slower response times.**
- ❌ **Higher risk of missed steps and miscommunication.**



The Solution



- ✓ **Develop clear SOPs for routine tasks, such as scheduling, billing, and handling complaints.**
- ✓ **Use tools like Loom or ScribeHow to create simple video tutorials.**
- ✓ **Store SOPs in an easily accessible location for all staff.**



Mistake #4:

Not Using Technology Effectively



**How many patients can
you talk to on the phone
the same time?**



**How many patients can you
chat with through text or
web chat at the same time?**



Embrace Technology

- ✓ **Web Chat and SMS Text Messaging.**
- ✓ **Save time for staff and help patients get quick answers.**



How Web Chat Can Help Communications

- ✓ **Meet patients where they are, especially younger generations.**
- ✓ **Another way to serve patients.**
- ✓ **Schedule more appointments.**
- ✓ **Use pre-written responses helps give clear and consistent answers every time.**

Client Showcase



PRIMARY CARE
PCSM
SPORTS MEDICINE



A Practice in Crisis



Staff Shortage



Missing 41% of Calls



Frustrated Patients



A Practice in Crisis



Major Revenue Drop.



Decrease in New Patients.



Stressed out Staff.



The Turning Point: Introducing Web Chat



PATIENT PORTAL

PATIENT BILL PAY



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US +1



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Message

For emergencies, call 911 or go to the nearest Emergency Room. By sending this message, you expressly consent to receive communications from us and consent to information being shared via a nonsecure method (SMS). You may opt out at any time.

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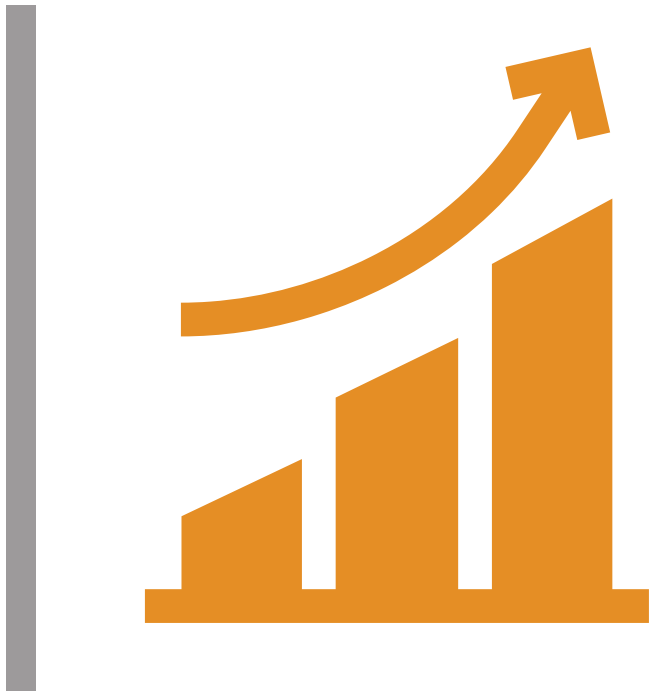
Billing

Scheduling

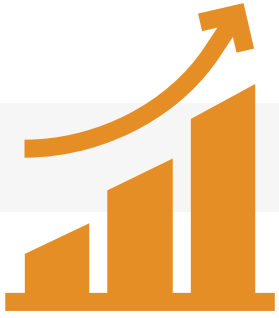
via a nonsecure method (SMS). You may opt out at any time.

Send







The Results Speak for Themselves



90 Days After Adding Web Chat + SMS

- ✓ **6.9% Missed Call Rate - Down from 41%.**
- ✓ **101 MORE New Patients Scheduled Per Month.**
- ✓ **Patient Satisfaction Increased.**
- ✓ **Increased revenue.**



"Web Chat transformed how we engage with patients. It's like having an extra front desk team member, without the extra cost!"



What Could This Mean for Your Practice?

Imagine a day when your staff feels calm and capable, every patient inquiry is handled efficiently, and your practice is growing steadily.



No more missed calls.



Patients feel valued and heard.



Your reputation and revenue thrive.



**Schedule a call with me
today and see how Web
Chat can transform your
practice.**





Mistake #5:

Ignoring Patient Feedback

Mistake #5:

**When feedback is ignored,
patients feel undervalued, leading
to poor reviews and lost trust.**

IMPACT:

- ❌ **Negative online reviews harm your reputation.**
- ❌ **Missed opportunities to improve the patient experience.**
- ❌ **Decreased patient loyalty.**



The Solution



Create a system for collecting and responding to feedback.



Use feedback as a learning tool during staff meetings.



Respond to feedback as quickly as possible to (compliantly) recognize the patient's perspective.

**As a team, learn
and practice
specific techniques
to handle difficult
conversations.**





How to Handle Difficult Conversations

- ✓ **Stay Calm and be polite, even if the patient is upset.**
- ✓ **Listen and repeat back to show you understand their concern.**
- ✓ **Empathize with the patient and validate their perspective.**



Celebrate Good Communication:

- ✓ **Notice when someone on your team communicates well.**
- ✓ **Praise team members who handle tough conversations with care.**
- ✓ **Share positive feedback from patients.**



Mistake #6:

Inconsistent Documentation of Patient Interactions

Mistake #6:

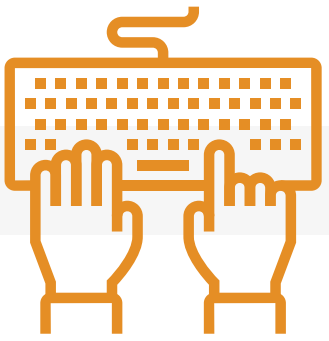
Team members often waste valuable time piecing together information or repeating work, leaving patients feeling neglected and dissatisfied.

IMPACT:

- ❌ **Staff waste time piecing together information.**
- ❌ **Inaccurate or missed follow-ups.**
- ❌ **Legal and Compliance Risks.**



The Solution



Documenting Communication

- ✓ **Write notes in the patient chart after every call, chat, or verbal conversation.**
- ✓ **This helps other team members know what was discussed.**
- ✓ **Everyone stays on the same page.**

The Power of Your Response:

$$E + R = 0$$


$$E + R = 0$$

**In every interaction, the Event (E)
is what happens.**


$$E + R = 0$$

**The Response (R) is how you or
your team reacts...**


$$E + R = 0$$

and together they determine the
Outcome (0)


$$E + R = 0$$


Event: A patient is frustrated
because they've been on hold for
10 minutes.


$$E + R = 0$$

Response: Staff actively listens, apologizes, and solves the issue.


$$E + R = 0$$

Outcome: The patient feels valued
and leaves a positive review.



Key Takeaway: You can't control every **event**, but you can always control your **responses**. That's where transformation happens.



Mistake #7:

Not Actively Listening to Patients

Mistake #7:

When staff fail to listen, patients feel ignored and misunderstood.

IMPACT:

- ❌ **Patients may switch (quietly) to a competitor.**
- ❌ **Increased complaints and escalations.**
- ❌ **Lower patient satisfaction scores.**



Active Listening Means:

- ✓ **Listening carefully to what the patient says.**
- ✓ **Repeating back what you heard to make sure you got it right.**
- ✓ **Asking follow-up questions if needed.**



Get in Learning Mode as a Team



- ✓ **Practice using simple words and explaining things clearly.**
- ✓ **Role-play different situations to be ready for anything.**
- ✓ **Master active listening.**

**Why do you think
their service
stands out?**





Chick-fil-A uses the **LAST model
to communicate with customers**

- 
- 
- L**isten to what the patient is saying.
 - A**pologize if something goes wrong.
 - S**olve the problem quickly.
 - T**hank the patient for bringing it up.



If every patient left your office feeling valued and understood, do you think they would be more likely to recommend your practice and return for future visits?



BRINGING IT ALL TOGETHER

When we communicate well:

- ✓ **Patients feel understood and trust your team.**
- ✓ **Staff works better together and shares information easily.**
- ✓ **The whole practice runs more smoothly.**



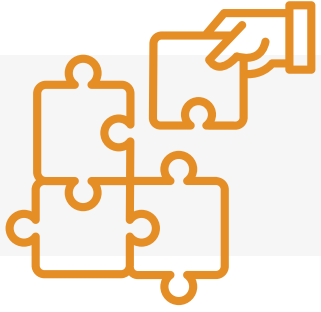
How to Fix These Mistakes

- ✓ **Train Staff with a Consistent Communication Model**
- ✓ **Build a Centralized Knowledge Base**
- ✓ **Establish Standard Operating Procedures (SOPs)**

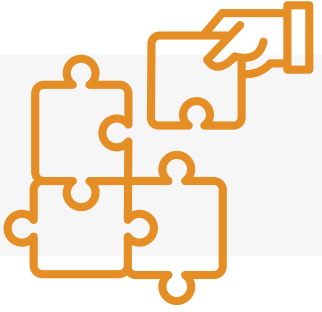


How to Fix These Mistakes

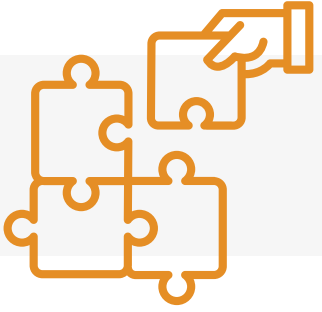
- ✓ **Leverage Technology for Streamlined Communication**
- ✓ **Address Patient Feedback Proactively**
- ✓ **Document Every Patient Interaction**
- ✓ **Train Staff in Active Listening Skills**



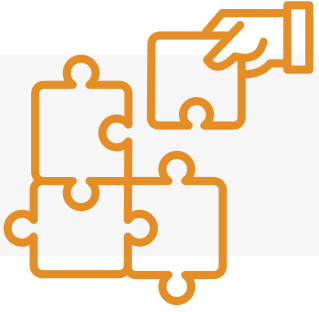
Turning Mistakes Into Mastery



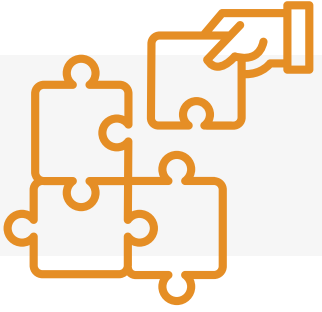
The difference between practices that thrive and those that struggle often comes down to how they respond to challenges.



Imagine if your entire team had the tools, training, and confidence to handle every patient interaction consistently and effectively.



But how do you ensure that every staff member—front and back office—feels equipped to handle these interactions?

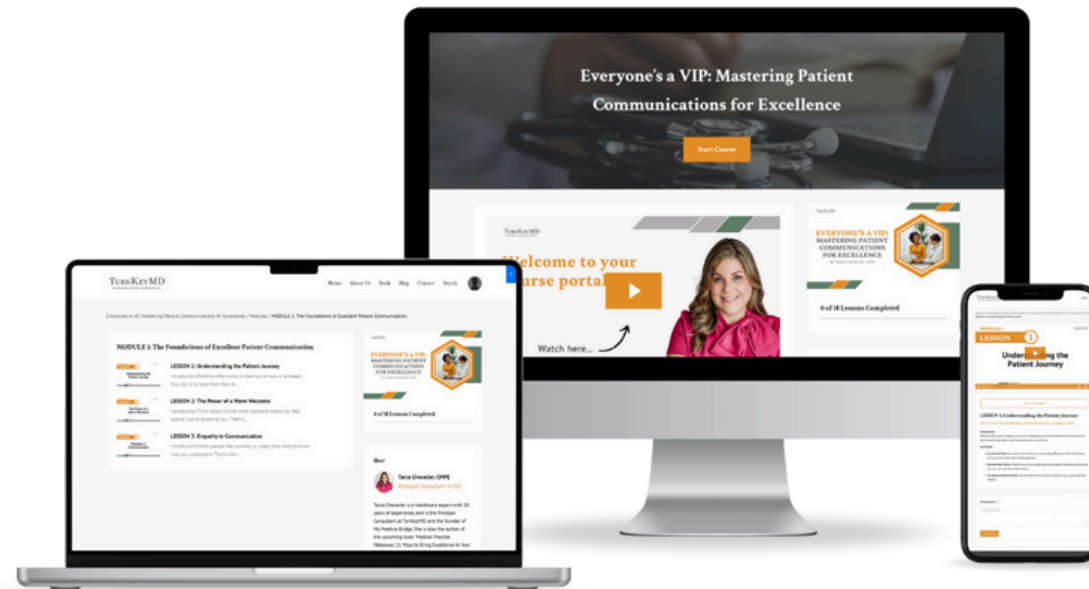


The answer is a proven communication framework that transforms chaos into clarity and builds trust with every patient conversation.



Everyone's a VIP:

Mastering Patient Communications for Excellence





Take the Next Step Toward Patient Communication Excellence.



**Empower your team to create
consistent, VIP-worthy patient
experiences every time.**



Give your staff the confidence to communicate clearly.



**Be part of a community of practices
committed to excellence in
patient care.**



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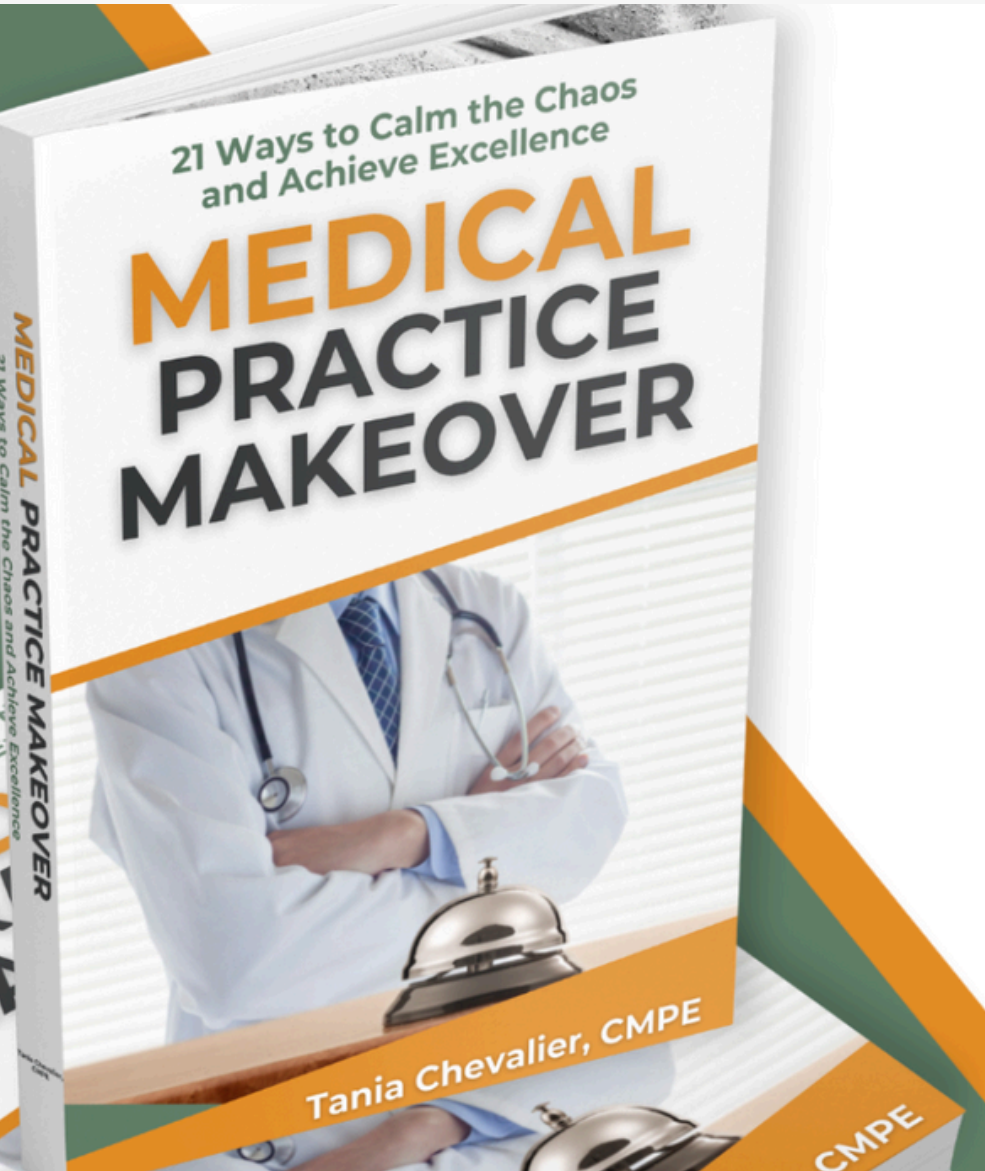
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**Great Communication Leads
to Happy Patients and a
Successful Practice. Let's
Make Every Interaction Count.**

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