

Helping Your Patients Overcome Uncertainty Throughout Their Hearing Care Journey



Financing Provided by Synchrony Bank

September 2021 Outlook ¹

Economy



- Retail sales grew .7% in August despite COVID fears
- Financial concerns remain high as consumers feel less in control

Consumers



- COVID concern has increased again, and consumer confidence has dropped
- General outlook and emotional well-being have declined to early pandemic levels

Future Outlook



- Though consumers continue to feel the negative impacts of the pandemic, many are optimistic about the upcoming holiday season

Consumer Insights Contributing to Uncertainty ¹

Emergency Fund



- 59% of consumers surveyed are confident that they could cover an unexpected cost of \$1,000

Savings



- 42% of consumers surveyed increased their savings during the pandemic

Inflation



- 71% of consumers surveyed are concerned about inflation/rising prices

¹ September 2021, Synchrony's Monthly Pulse on Consumer Sentiment Trends

Patient Insights on Uncertainty²

Access to Care



- 35% of patients surveyed have experienced difficulty scheduling an appointment since the start of the pandemic

Care Frequency



- 30% of patients surveyed visited their healthcare provider in person less often due to the pandemic

Digital Certainty



- 54% of patients surveyed want to manage their upcoming provider payments digitally

¹ January 2021, Healthcare Payment Experience Report, Pymnts.com & Rectangle Health

Using Financing to Manage Consumer Uncertainty



Empower Your Patients to Choose Treatment



Revolving Credit



Lease



Term Loan

Hearing Video



Patient Journey Panelists



Dan Quall, MS
Fuel Medical



Dr. Melissa Carnes Rose
Nardelli Audiology



Jason Orsik
AuDPractice Group



Joel Parker
AuDPractice Group



Eddie Ledford
Beltone / Ledford Hearing

The Patient Journey

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Use data to predict consumer behavior

When a person will buy
How a person will buy
Why a person will buy



The motivation behind consumer behavior

You might have to influence a person to make a decision - not only as a patient, but as a consumer

Traditional Thinking

Data



Knowledge

Information



Features

Statistics



Benefits

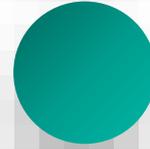
What we've learned



Walmart

6.3 lbs.

\$7.88



Amazon

7 lbs.

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emotions drive behavior

A man with glasses and a suit is shown from the chest up, smiling broadly and raising his right fist in a celebratory gesture. The image is overlaid with a semi-transparent teal filter. The text is positioned on the left side of the image, overlapping the man's suit.

Emotion is the single biggest
factor driving behavior and
causing people to take action

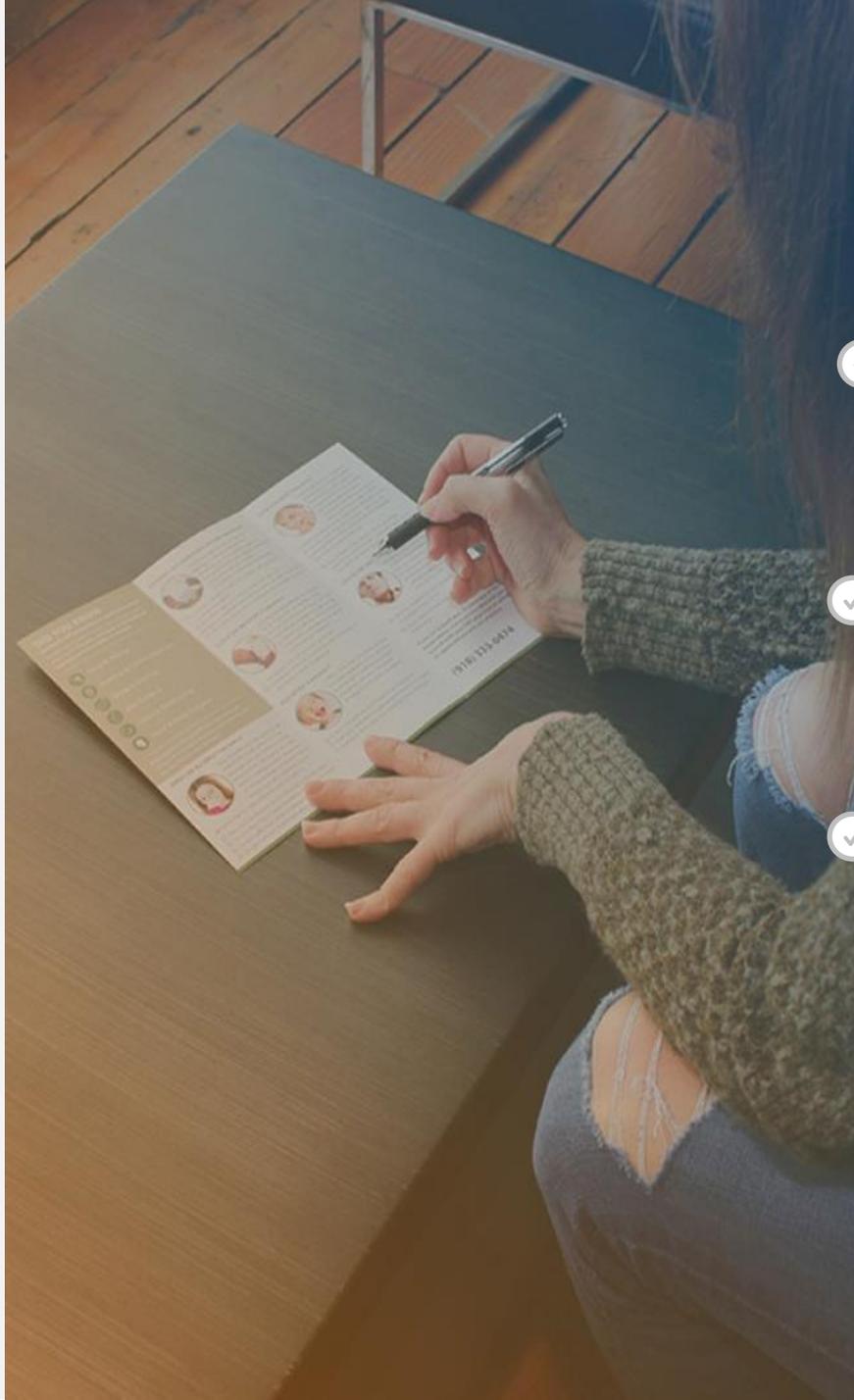
That's what we will explore today

Insight into the emotions of patients as they move through the patient journey

The role you play in managing the process of moving people through the continuum of care



Agenda



- ✓ Provide an overview of the patient journey
- ✓ Discuss the science behind why patients choose to act – or not act
- ✓ Work with our panel to discuss how we bring the patient journey to life in our clinics

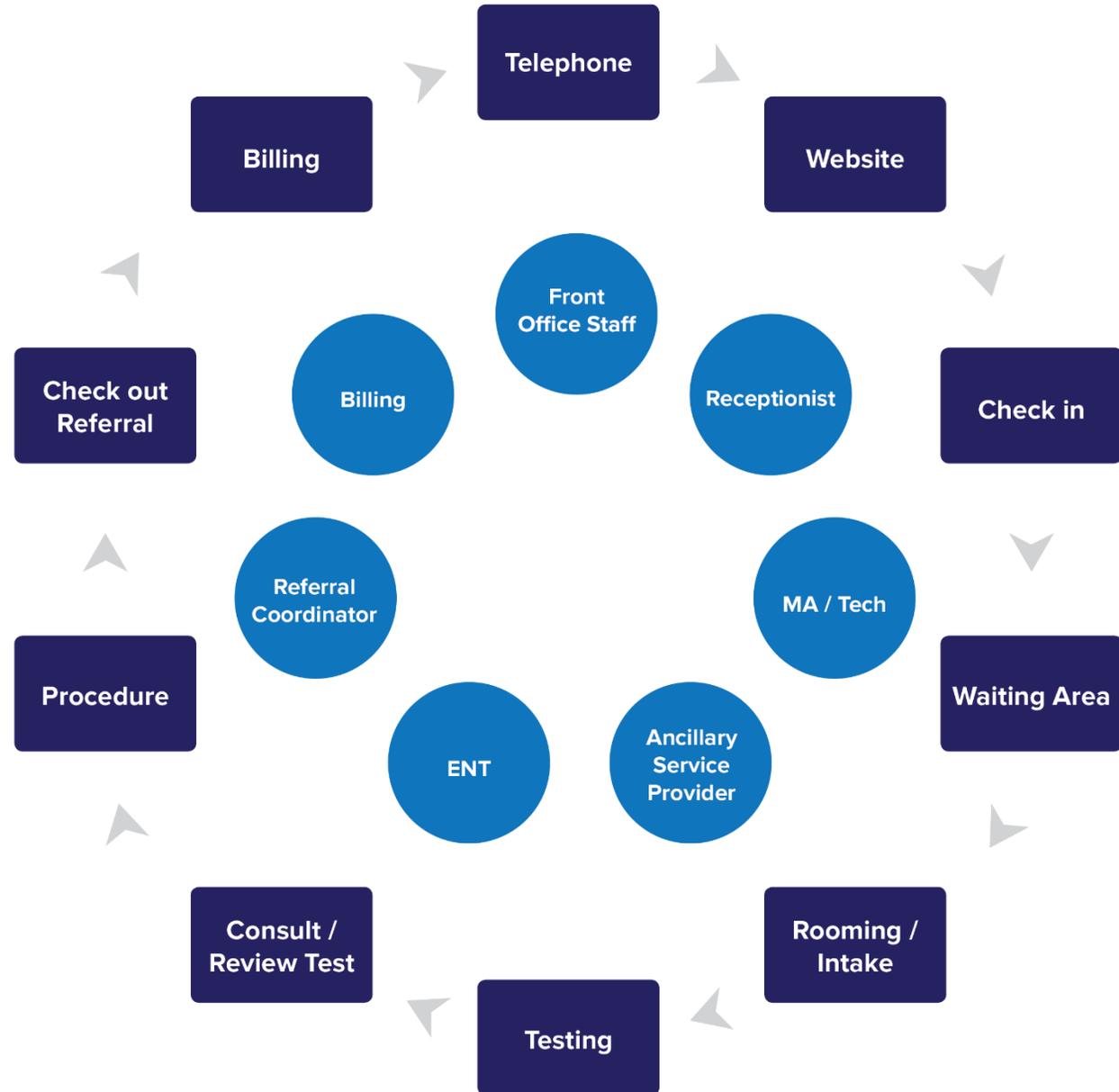
Patient Journey Mapping



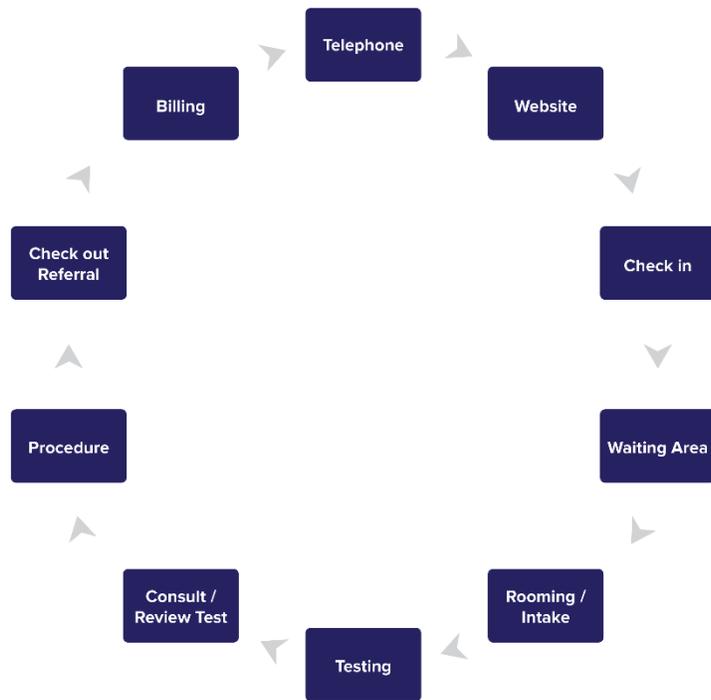
The process of getting the patient from point A to point B



What we say and what we do



The patient's journey



What they see
What they hear
What they think




**Patients are on
their own journey
– in their head**

What they feel

Patient journey mapping



**Is an exercise
to better...**

understand what the
individual **EXPERIENCES**
are throughout the
continuum of care.

It diagrams...

all the **patient touch points** and tracks a pathway of thoughts and emotions to gauge the level of engagement from the patient's perspective

**Helps healthcare
organizations...**

foster lasting patient-provider relationships by answering these questions:

Patient Emotions Throughout the Continuum of Care



First 10 minutes of an experience a consumer will KNOW if they will be coming back

36% of callers **not likely to return based on initial phone call**



Managing Uncertainty

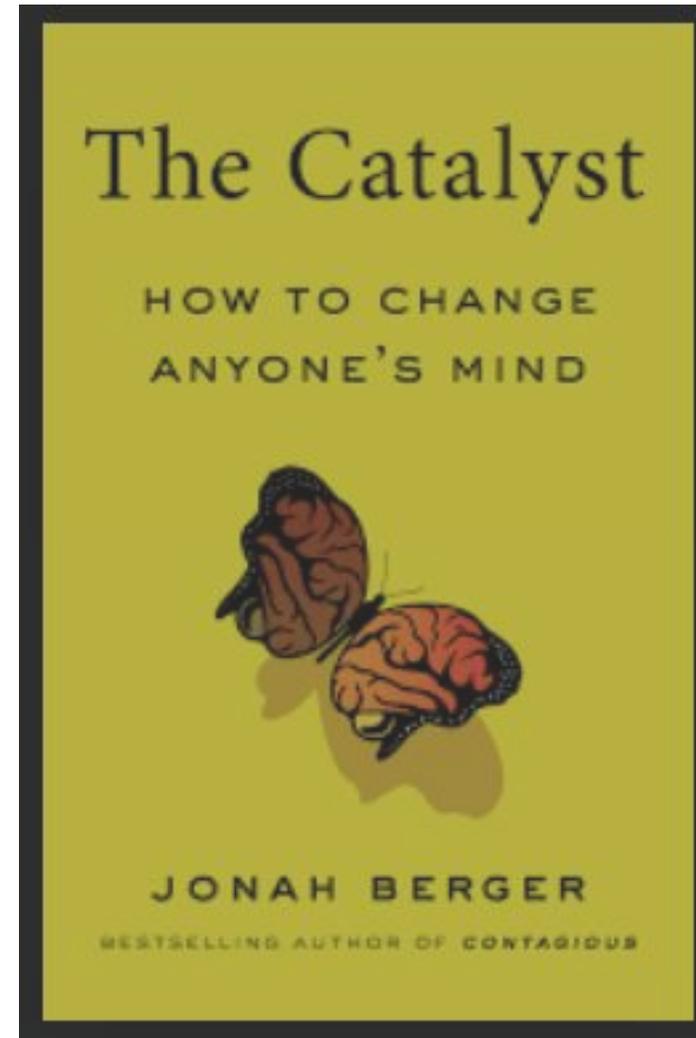
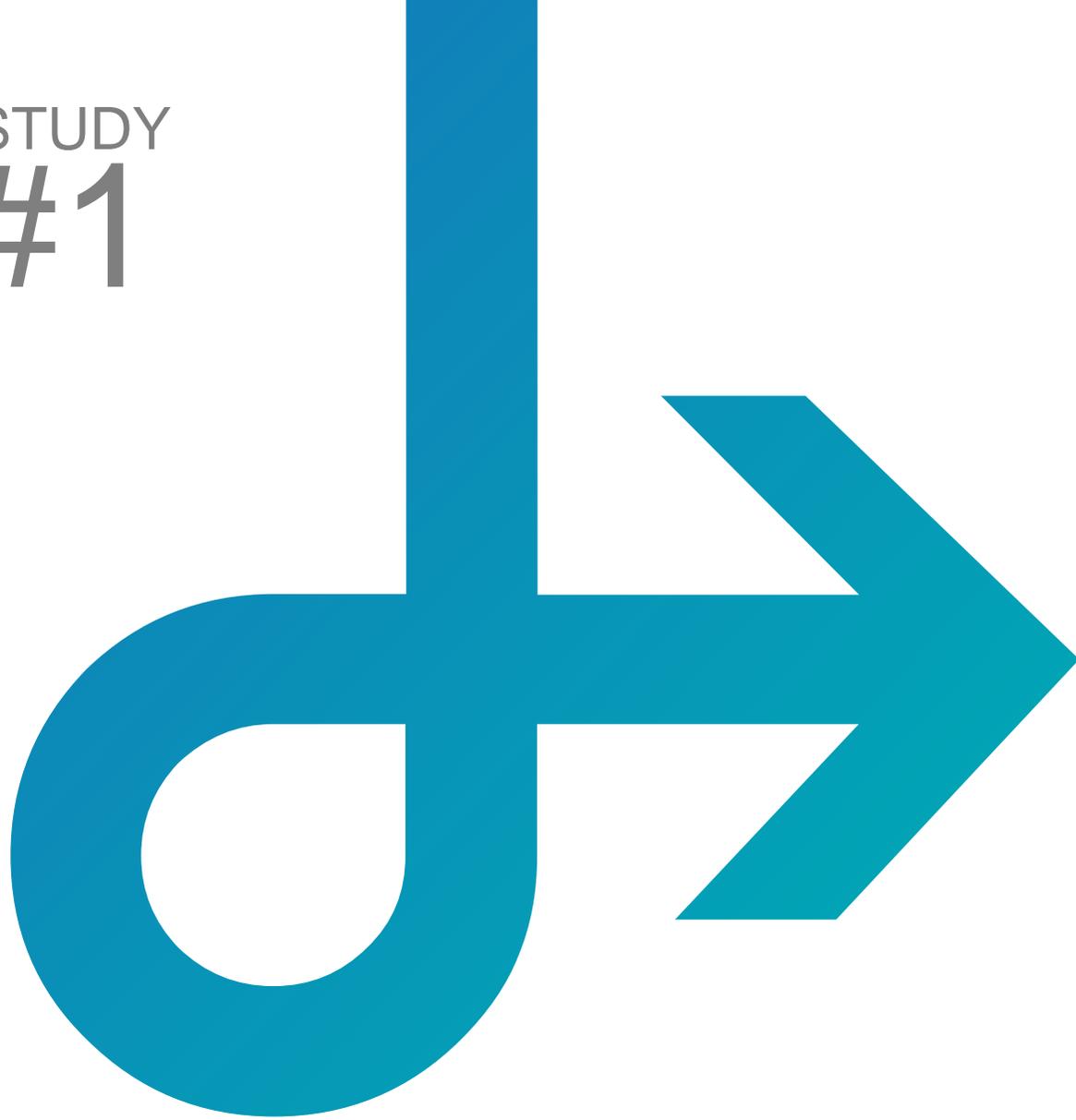
A big part of your job will be to help patients manage **uncertainty**.

Decisions are made
based on emotions

Do I trust this person?
Do I really have hearing loss?
Should I wait and talk to my doctor?
Am I in the right place?
How long can I wait?
Am I getting old?
Do hearing aids work?



STUDY
#1



How much would you pay?



\$50
gift card

How much would you pay?

\$26

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\$ 100
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**Lottery
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\$50 or \$100

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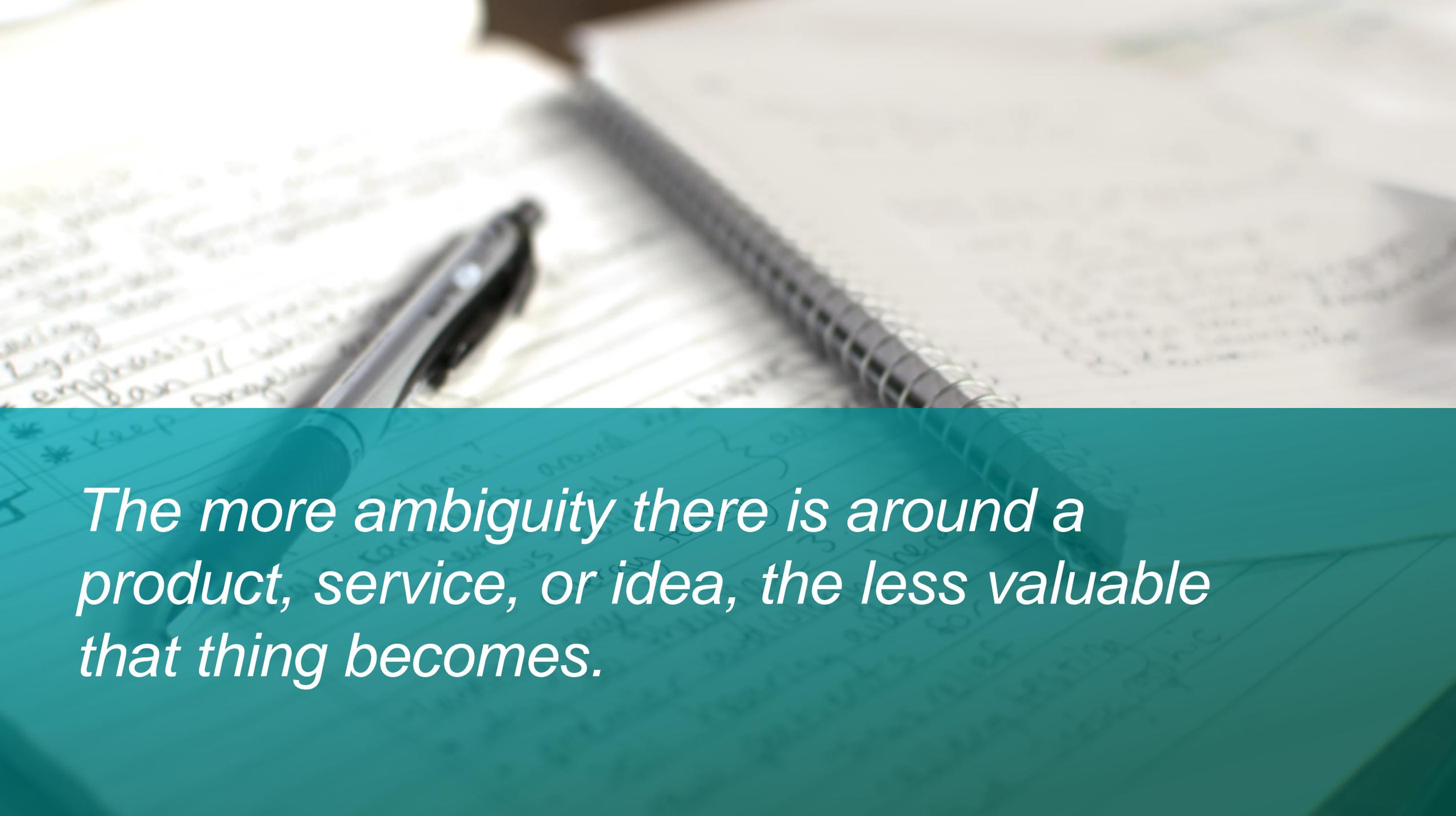
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Consequently, the more change involves uncertainty, the less interested people are in changing.

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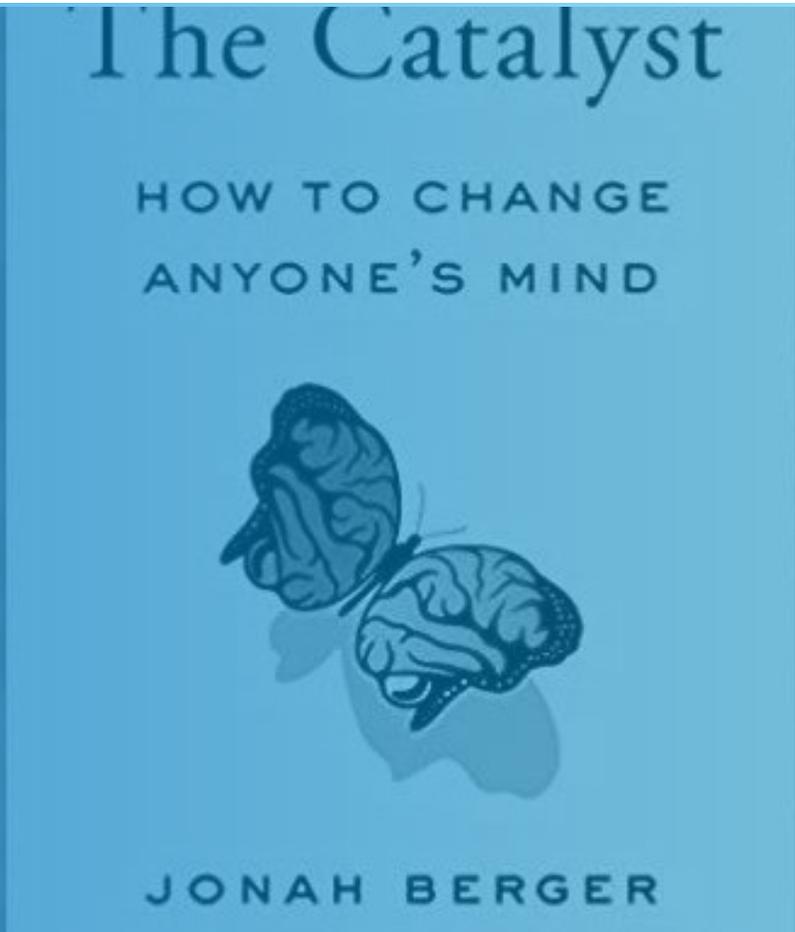
Change almost always involves some degree of uncertainty



The more ambiguity there is around a product, service, or idea, the less valuable that thing becomes.

STUDY
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When people lack specific information, it causes them to postpone taking action



Passed
the Exam

*Students imagined they
had just taken a tough
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The Catalyst

HOW TO CHANGE
ANYONE'S MIND



JONAH BERGER

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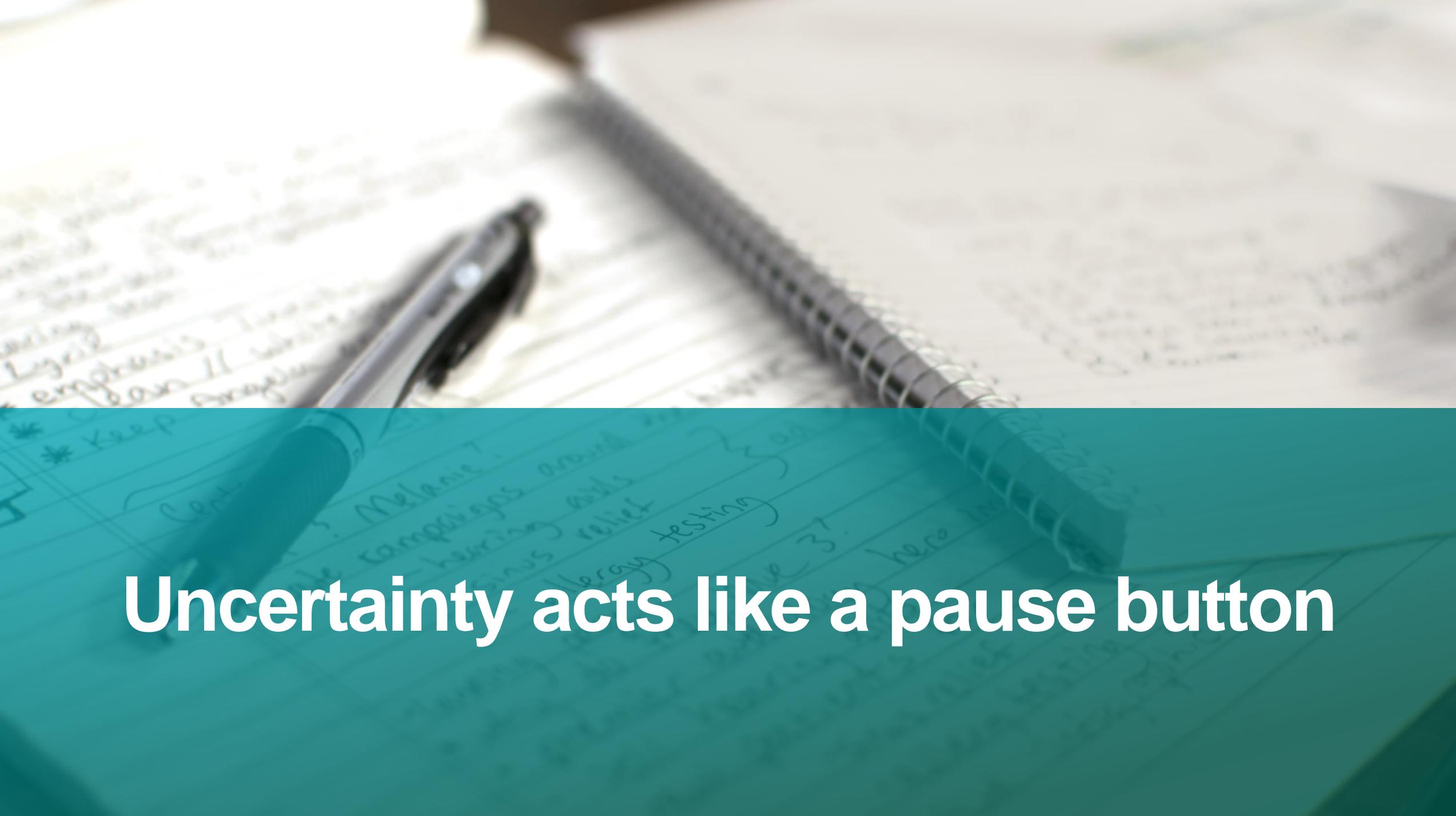
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Uncertainty acts like a pause button

Let's go back to
YOUR patient

Something New

Almost always involves
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Uncertainty

Surrounding wearing hearing aids



Your
Role



Reduce
the barrier of
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If part of the plan of care includes recommending hearing aids – in the patient’s mind that is a big change and they have to decide whether to take action

Reduce the barrier of uncertainty



Rather than trying to convince someone to change by providing more information, facts and figures



Address the emotion first

Manage uncertainty



Manage uncertainty

by building a
vocabulary
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EMOTION of
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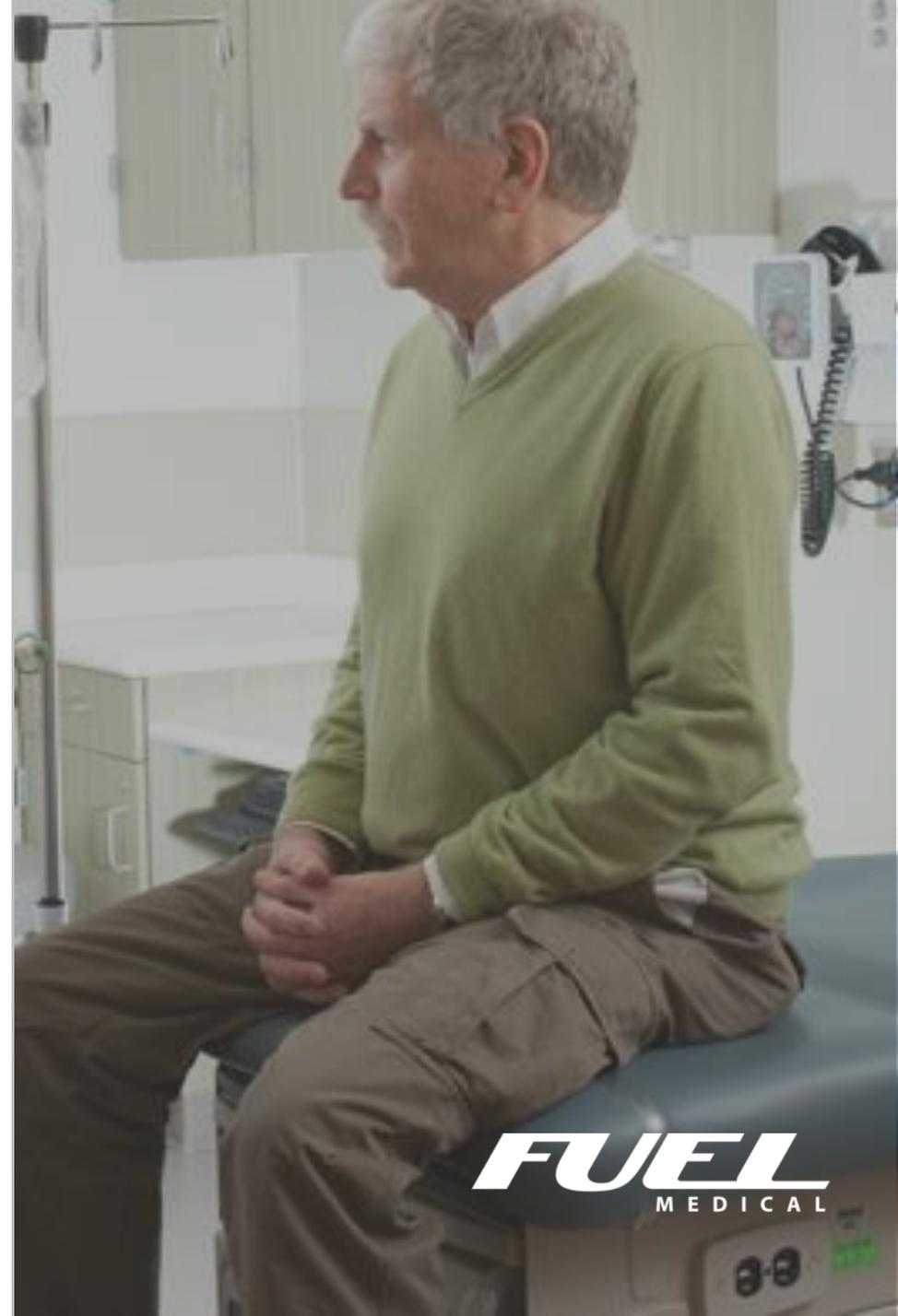
Allow the patient to
self-identify the
emotion

Try it before you like it

Replace uncertainty
with something they
already know

Reduce the barrier of uncertainty

Manage the uncertainty of change



FUEL
MEDICAL

Questions

Ask questions that puts the patient in the drivers' seat for a test drive



1

How can you give the patient an opportunity to try something new to reduce the barrier of uncertainty?

2

Position the value for the patient so it is all about them.



What have we learned



1

Emotions, more than logic and rationale, drive decisions and motivate actions



What have we learned



2

Observations have shown us that patients are looking for connection and desire a **feeling of certainty.**

3

There is evidence engaging patients early in their healthcare journey to identify values and preferences, can increase compliance with the plan of care and treatment



What have we learned



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Patient engagement doesn't begin and end with a single encounter. We should be thinking about the ways in which we can drive engagement throughout the entire patient journey.



 **One**

Take a walk in the patient's shoes

 **Two**

A big part of your job will be to manage uncertainty

 **Three**

Emotions, more than logic and rationale, drive decisions and motivate actions

Key Takeaways

E not L: Emotion trumps logic in the patient journey



The Patient Journey Map

identify the phases of the journey



Start by identifying each phase of the patient journey.

Phase 1: Discovery

Our process includes visits to your location(s) to meet with your staff to diagram the patient flow and the processes patient encounters. We will NOT evaluate talent or process; the goal is to gain insight into what the patient is thinking and feeling along the continuum of care.

The Patient Journey

collect data for each phase

Phase 2: Assess

To gain a complete understanding of the current patient experience, we plot the patients' actions, thoughts, emotions and decision points, diagramming the patient journey specific for your practice. This provides insight into the positive and negative influences on the total patient experience.



Hear

- Greetings
- Information
- Conversations
- Directions
- Answers
- Tone



Questions

- Evaluation
 - *What does this mean?*
 - *What should I do?*
- Process the unknown



Think

- Concerns
- Focus
- Beliefs
- Internal dialogue
- Process information




See

- Signage
- Interactions
- Body language
- Visual information
- Collateral
- Activity

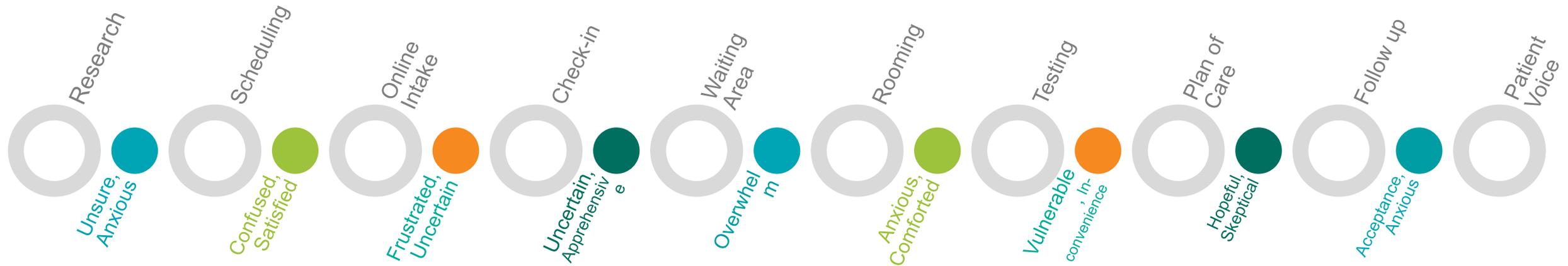


FEEL

- Confident
- Confused
- Significant
- Certain
- Overwhelmed

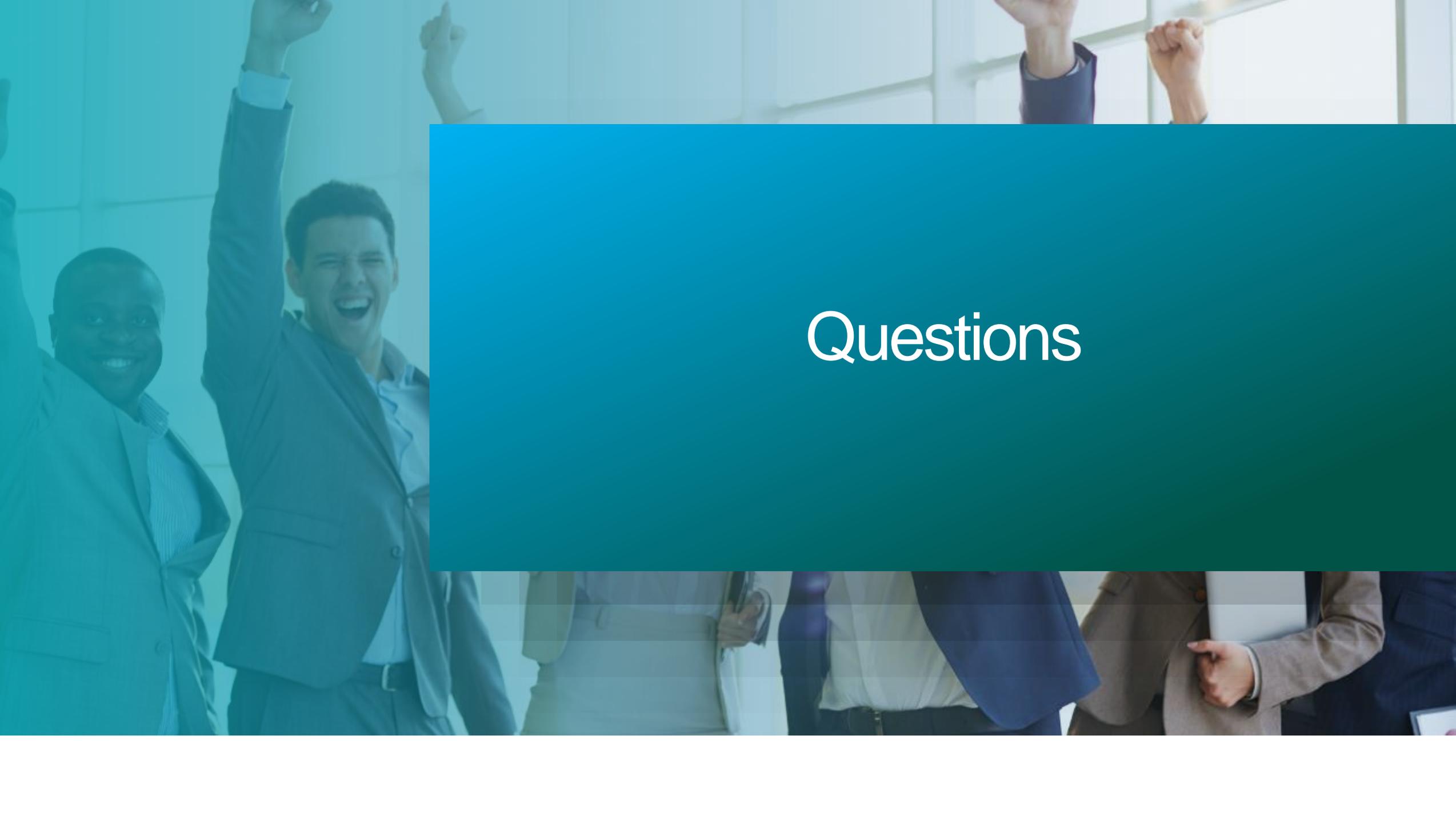
The Patient Journey Map

the outcome; what we learn



Phase 3: Execute

We believe the bridge from insight to implementation is through purposeful patient engagement strategies and incorporating best practices designed specifically for your practice. We use the patient journey map to help your team work through obstacles, brainstorm new ideas and coach them on how to optimize practice performance with a focus on the patient.

A photograph of a diverse group of business professionals in an office setting, celebrating a success. Several individuals have their arms raised in the air, and one man in the foreground is laughing joyfully. The image is overlaid with a teal-to-blue gradient that fades from left to right.

Questions

Contact Us

Fuel Medical Group

Dan Quall / Jim Fedio

Directors

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jfedio@fuelmedical.com

Find Us

www.fuelmedical.com

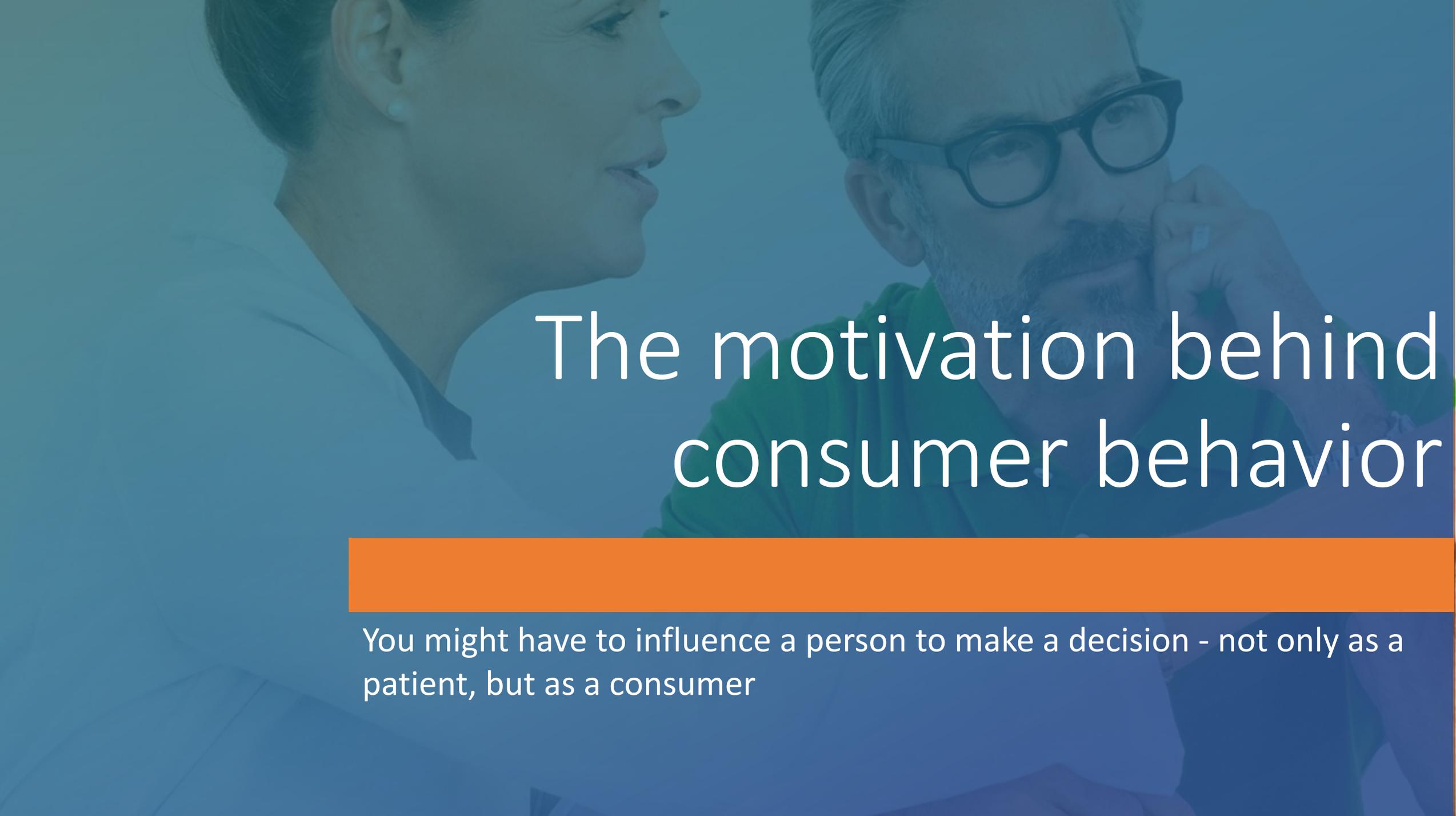
The Patient Journey

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A man in a dark suit is seen from behind, standing in front of a chalkboard. The chalkboard is covered in white chalk drawings of various business and data-related concepts. On the left, there's a line graph with a grid and data points, and a bar chart with five bars of decreasing height. In the center, there's a pie chart and a bar chart with four bars. On the right, the word 'IDEA!' is written in large, bold letters, with a lightbulb icon next to it. The background is a solid blue color.

Use data to predict consumer behavior

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Why a person will buy

A woman and a man are shown in profile, facing each other as if in a conversation. The woman is on the left, and the man is on the right, wearing glasses and resting his chin on his hand. The background is a solid blue color with a semi-transparent overlay of the image.

The motivation behind consumer behavior

You might have to influence a person to make a decision - not only as a patient, but as a consumer

Traditional Thinking



Data



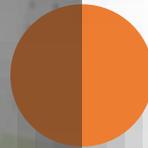
Knowledge

Information



Features

Statistics



Benefits

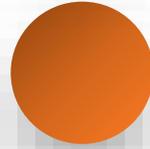
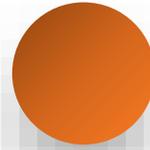
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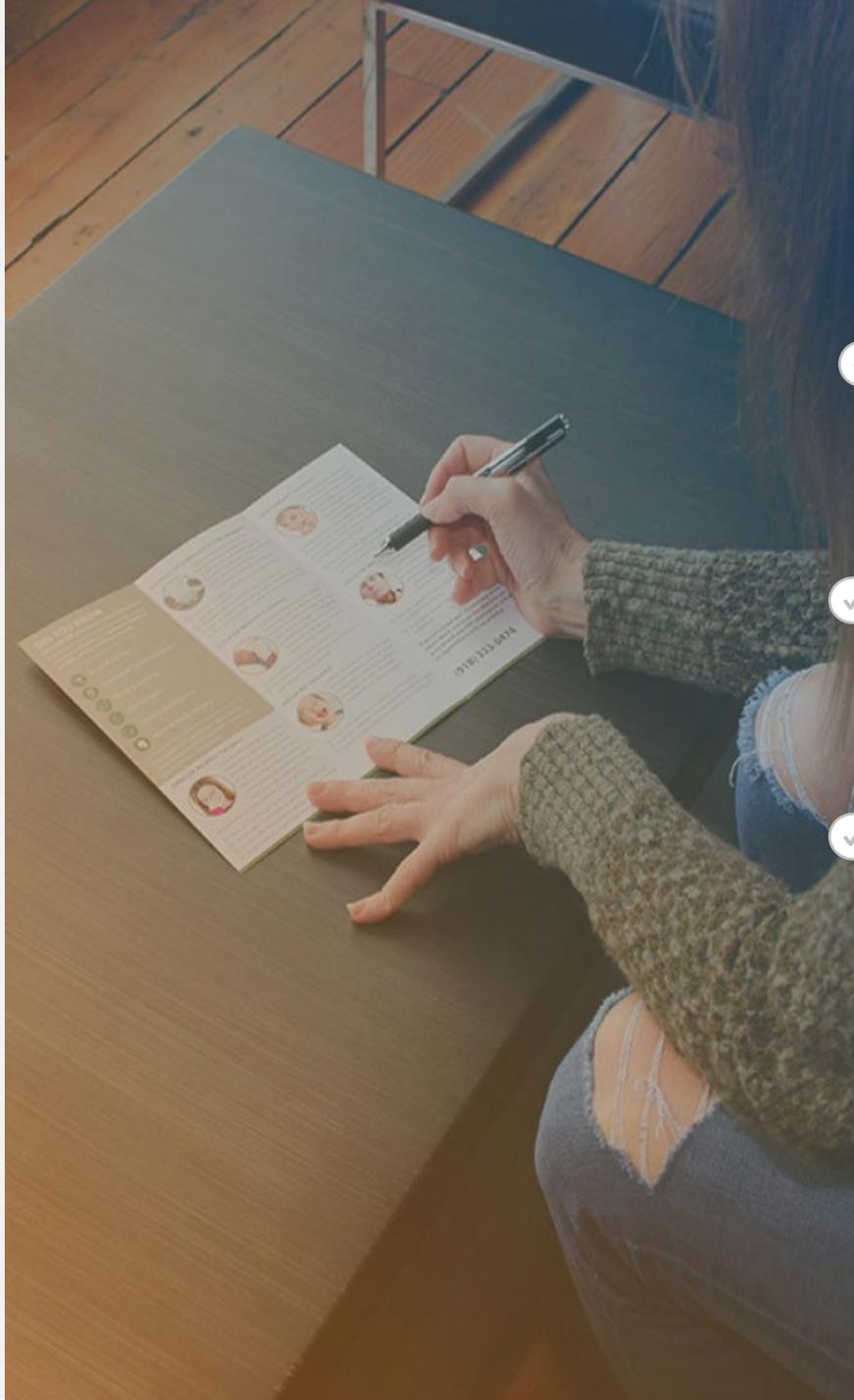
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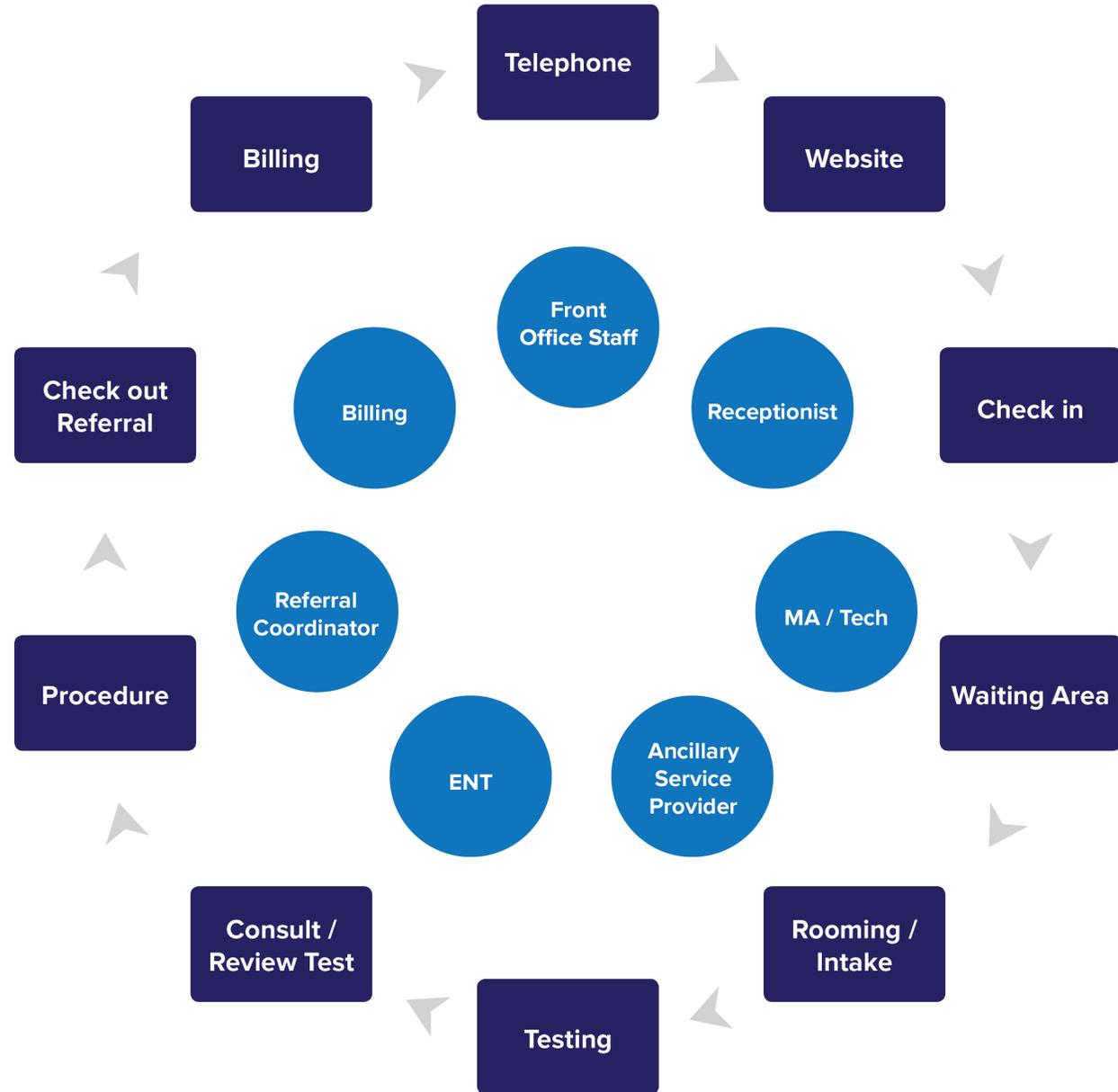


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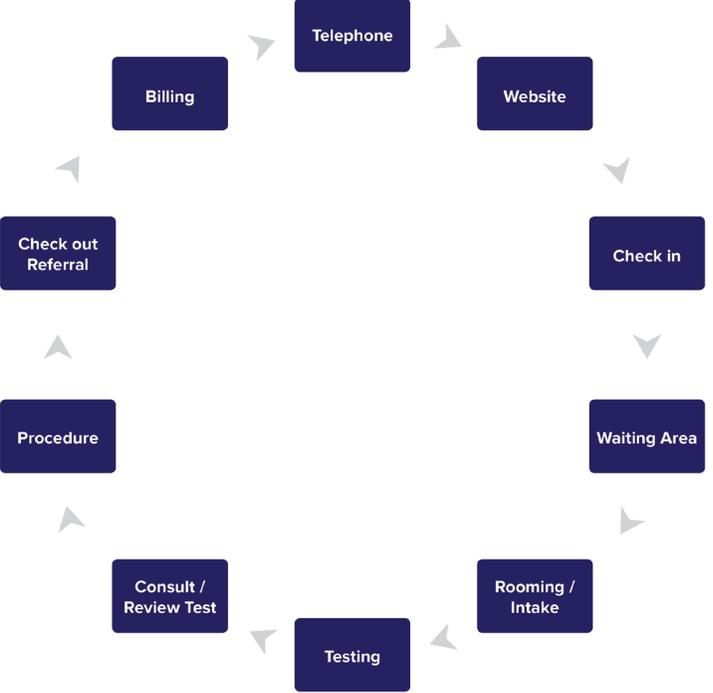
Patient Journey Mapping


The process of getting the patient from point A to point B


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The patient's journey



What they see
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What they think



Patient's are on their own journey – in their head

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It diagrams...

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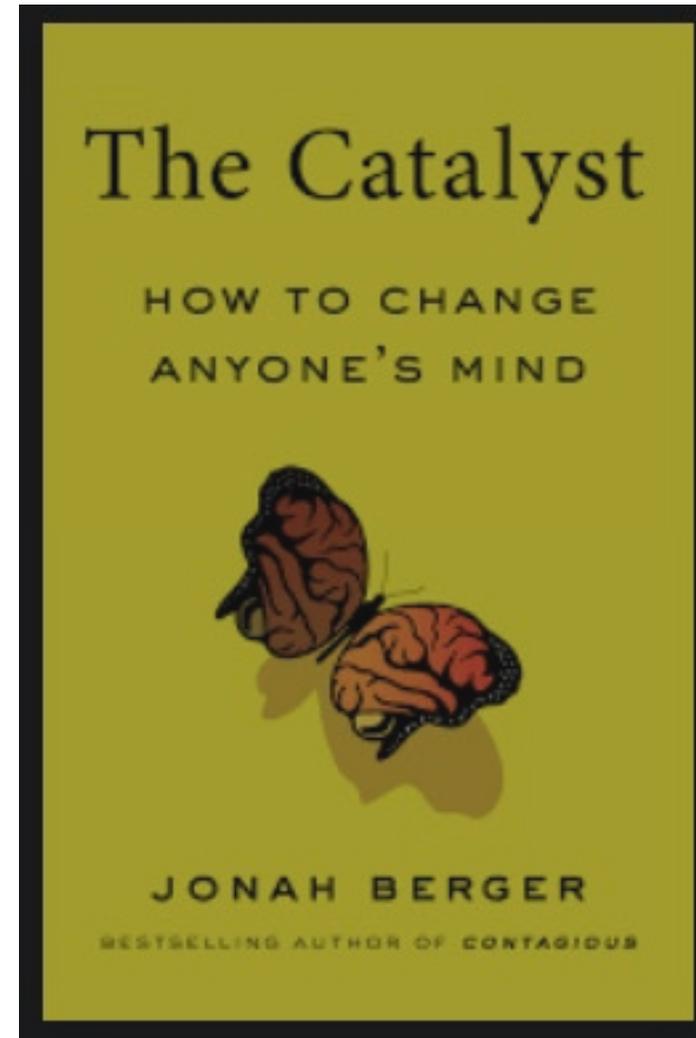
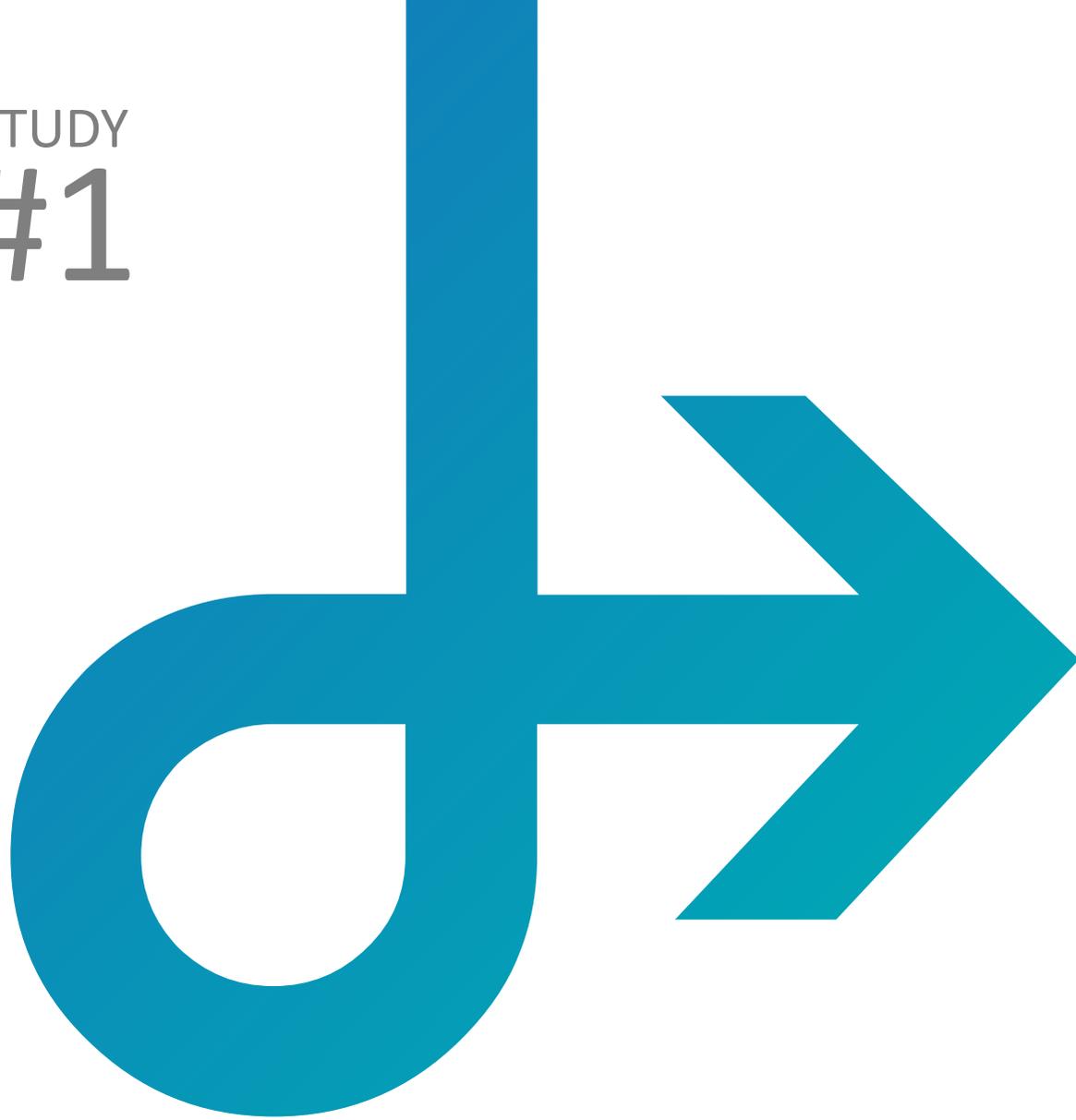
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STUDY
#1



How much would you pay?

\$50
gift card



How much would you pay?

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**\$50
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\$ 100
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**Lottery
Ticket**

\$50 or
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Option	Price	Value
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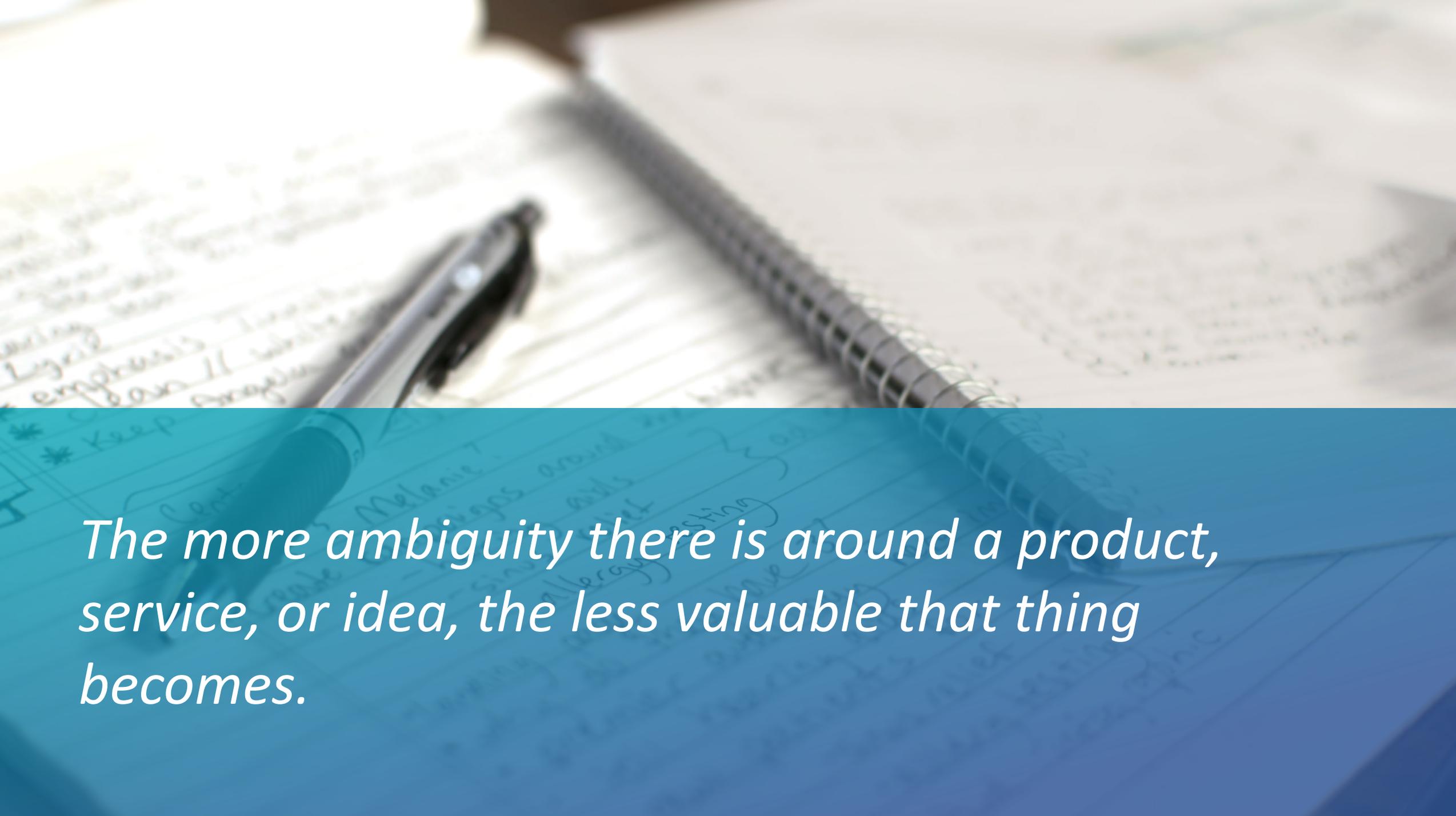
The Uncertainty made the value of the ticket less

A close-up photograph of a spiral-bound notebook with a pen resting on it. The notebook is open to a page with handwritten notes in blue ink. The notes are somewhat blurry but appear to be organized into a list or checklist. The background is a soft, out-of-focus light color. The overall tone is professional and focused on the theme of change and uncertainty.

Consequently, the more change involves uncertainty, the less interested people are in changing.

The more ambiguity there is around a product, service, or idea, the less valuable that thing becomes.

Change almost always involves some degree of uncertainty

A close-up photograph of a spiral-bound notebook with a pen resting on it. The notebook pages are filled with handwritten notes in cursive. A teal gradient overlay covers the bottom half of the image, where the text is placed. The text is in a white, italicized serif font.

The more ambiguity there is around a product, service, or idea, the less valuable that thing becomes.

STUDY
#2

When people lack specific information it causes them to postpone taking action



Passed
the Exam

*Students imagined they had
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The Catalyst

HOW TO CHANGE
ANYONE'S MIND



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The offer expires tomorrow

- Buy the vacation package
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Uncertainty

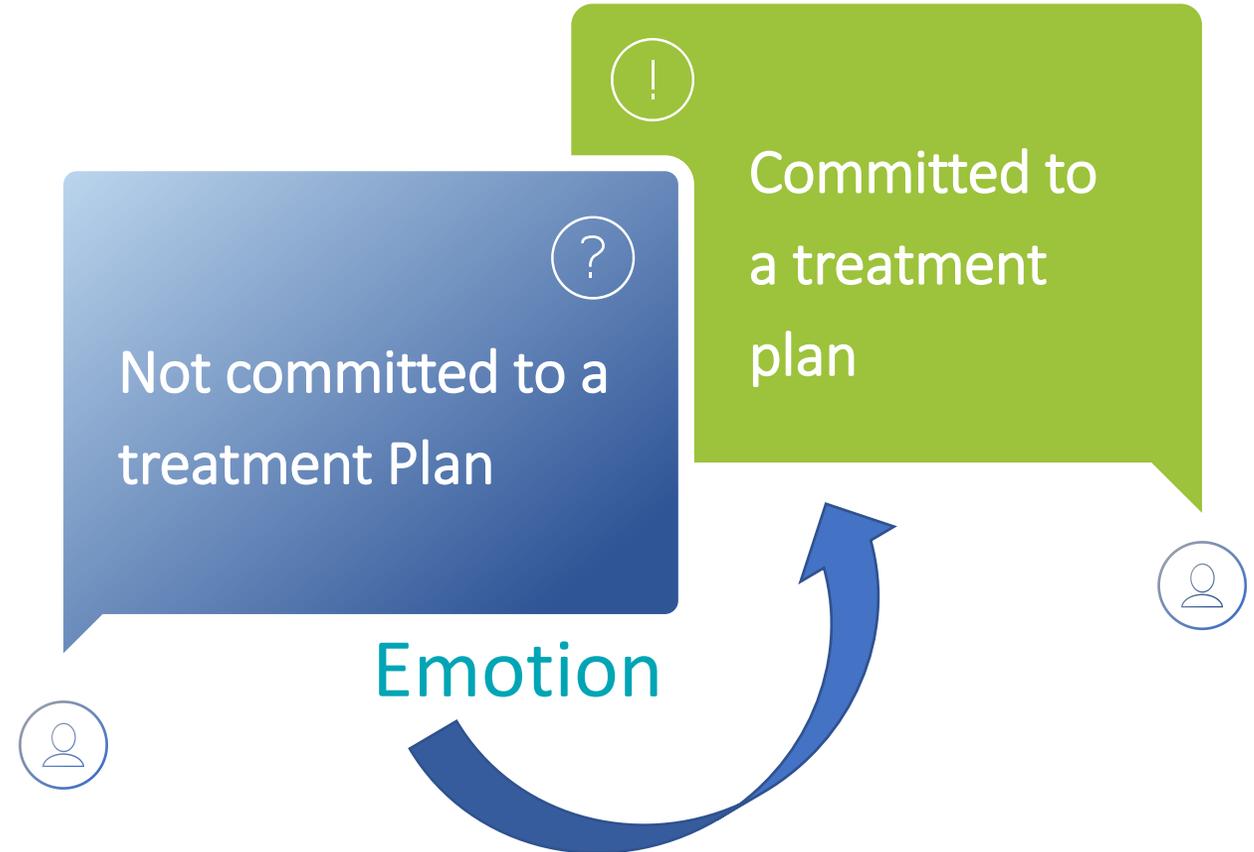
Surrounding wearing hearing aids

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Almost always involves uncertainty. If it's not clear how much better something new will be...

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Your Role



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Reduce the barrier of uncertainty



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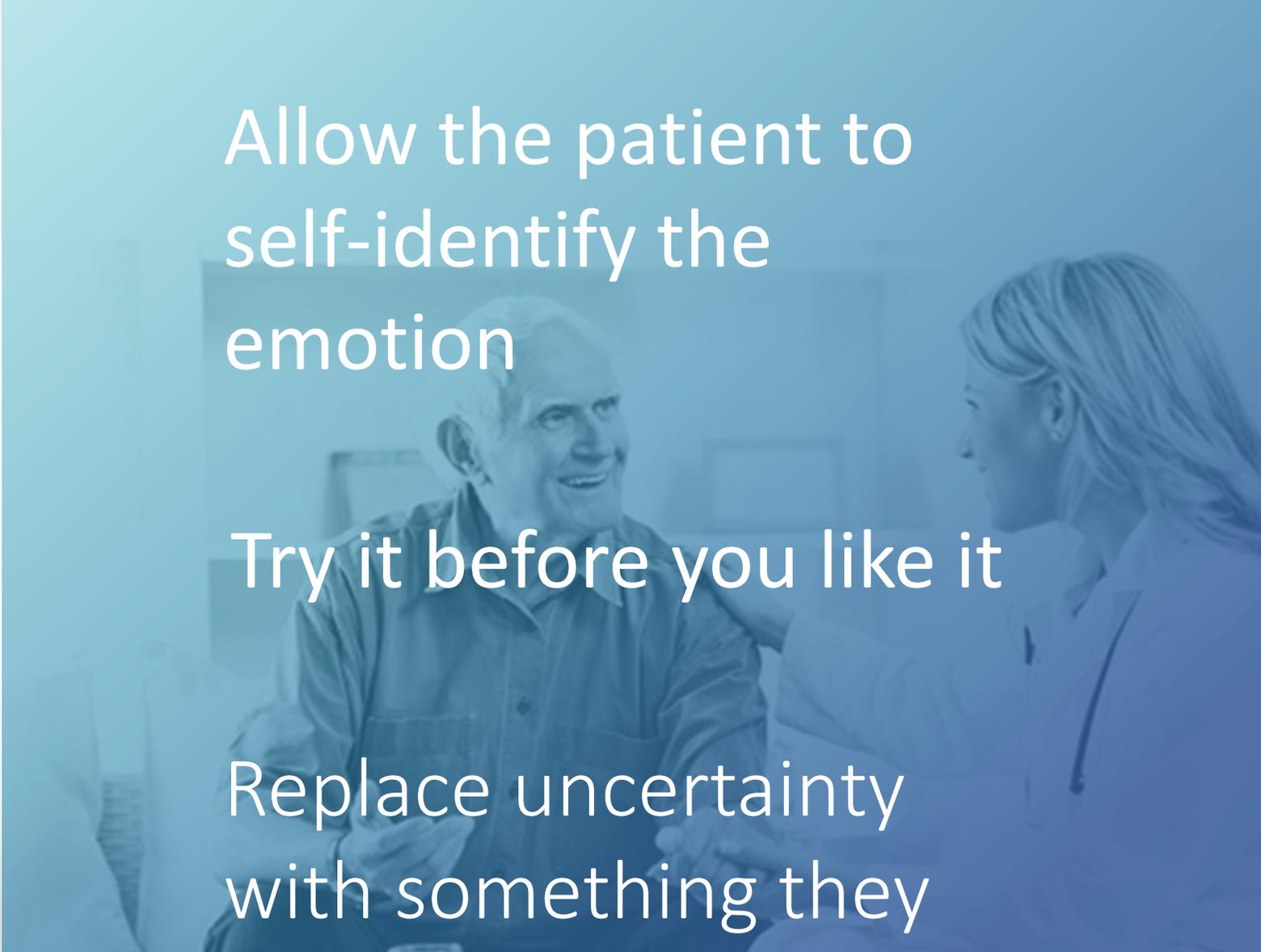
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Try it before you like it

Replace uncertainty
with something they
already know

reduced the barrier of uncertainty

Manage the uncertainty of change



FUEL
MEDICAL

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Ask questions that puts the patient in the drivers seat for a test drive



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Position the value for the patient so it is all about them.



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- Directions
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- Beliefs
- Internal dialogue
- Process information



See

- Signage
- Interactions
- Body language
- Visual information
- Collateral
- Activity



Questions

- Evaluation
 - *What does this mean?*
 - *What should I do?*
- Process the unknown



FEEL

- Confident
- Confused
- Significant
- Certain
- Overwhelmed

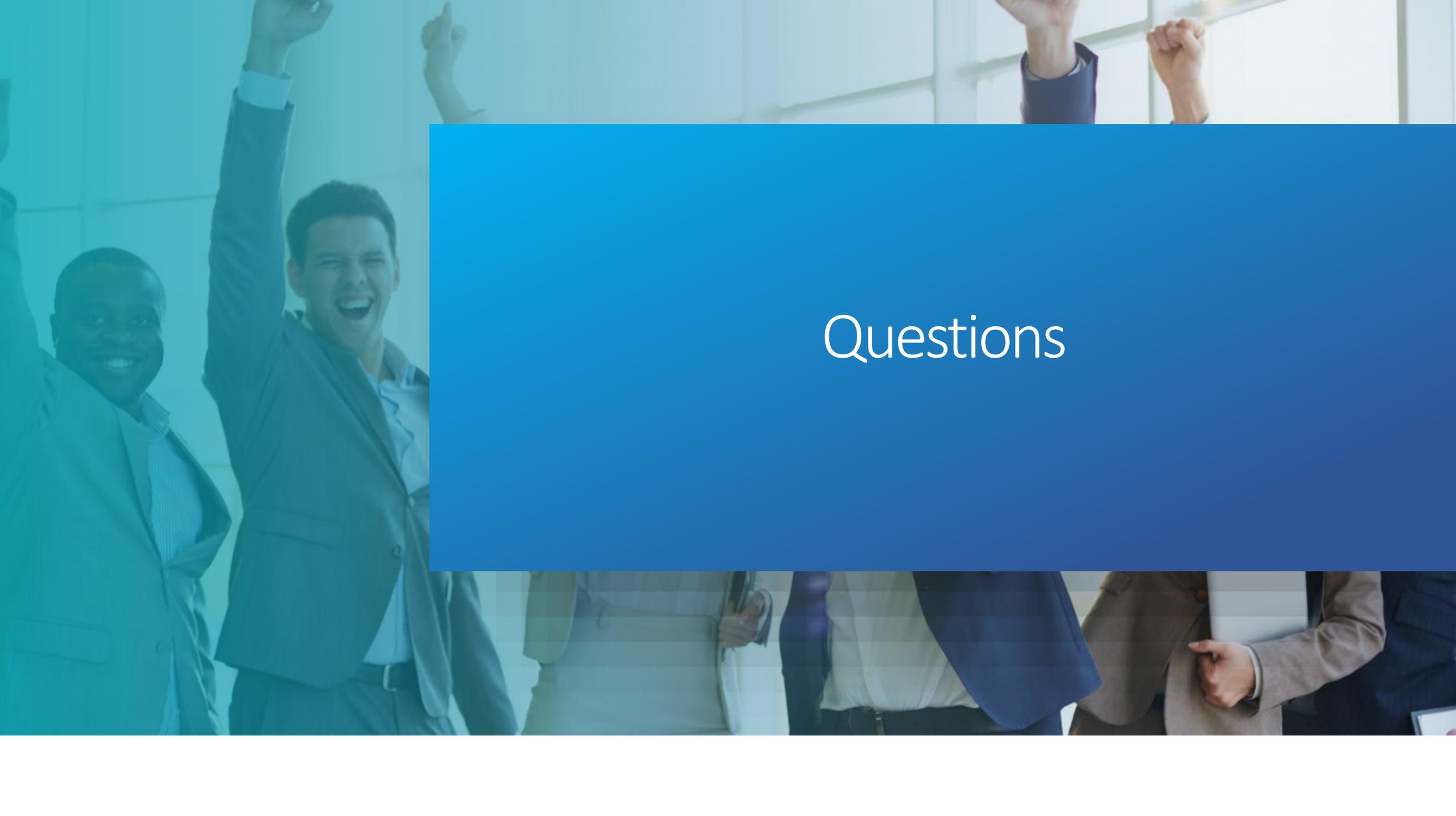
The Patient Journey Map

the outcome; what we learn



Phase 3: Execute

We believe the bridge from insight to implementation is through purposeful patient engagement strategies and incorporating best practices designed specifically for your practice. We use the patient journey map to help your team work through obstacles, brainstorm new ideas and coach them on how to optimize practice performance with a focus on the patient.

A photograph of several business professionals in an office setting, celebrating. In the foreground, a man in a dark suit is laughing with his mouth wide open and his right arm raised in a fist. To his left, another man in a light-colored suit is smiling broadly with his right arm raised. In the background, other people are visible, some with their arms raised in celebration. The image has a blue gradient overlay on the right side.

Questions

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