



Let's help your front desk prepare for the holidays.

The holiday season is upon us and it's time to talk about your schedule.

Here's my golden rule: *every empty spot on your schedule represents a patient who isn't getting the care they need and deserve.*

Make it your goal to maintain a FULL schedule and not let the holidays stop your team from helping patients.

Here are a few tips you can use to maintain a full schedule during the holiday weeks:

Start asking patients about their holiday plans.

Have the discussion now so you know. Start making them aware that you're open during the holidays.

Get your providers involved.

It's not ok for patients to miss days of care. It impedes their recovery efforts and can cause patients to drop out.

So, make sure your providers are having those important discussions about maintaining plans of care around the holidays.

Keep a record of the days they're going to be away.

You can use a simple spreadsheet to track them if your EMR doesn't, and you'll be able to plan their appointments around their trips and still get them in.

Knowing someone is in town makes it a lot easier to handle their objections and get them in, even during the holidays.



Handle objections.

I have a great way for your coordinators to handle a patient that says they're really busy:

First, acknowledge what they said. *"You know Bill, I understand you're really busy with the holidays."*

Next, get them to schedule one appointment early that week using this script: *"Bill, where can you help me find just one hour to make sure you get in for the care you need and deserve?"*

Now, sit there quietly and wait for Bill to respond; he will.

If he gives the same excuse. Acknowledge him again and remind him, *it's just one hour.*

Once you get him scheduled for that one hour, find another. That way he at least has two appointments scheduled during that holiday week.

Simply say: *"Ok Great! Now, help me find just one more hour so I can be sure you get the care you need and deserve during the holidays..."*

Remind everyone of your Missed Visit Policy.

Make sure everyone is aware of your business hours and when you need to hear from them to avoid any issues with the policy. Keep it about others who need your help.

Ask *"when do we get to see you again?"* at each visit.

Make sure the patient tells you the next date and time they're scheduled.

And confirm with them: *"does that still work for you?"*

Then if you're closed between now and that next appointment, make sure to remind them WHEN you need to hear from them if they need to change or cancel their appointment.

We do this to make sure that all patients remember their next appointment and so we can let them know when we need to hear from them if they need to cancel or change the appointment.

For example: Christmas falls on a Monday last year so most practices were closed Saturday, Sunday, and Monday (or longer). To prevent a last-minute cancellation on the Tuesday after the holiday, the care coordinators would let the patient know that the latest date and time they could cancel that Tuesday appointment would be *'Friday December 22nd at 2pm'*.





Don't schedule a patient the day after they're supposed to travel home from a trip.

As we've all learned the past few years, flights and trains get canceled.

To prevent late notice cancellations, make sure there's at least one day between the patient's scheduled return home and their next appointment.

But make sure they're scheduled after their trip and that you remind them of their next appointment the day before they're scheduled.

Help your team make their holidays and the patient's holidays enjoyable by encouraging these actions over the next few months.

The more you all practice these techniques, the better off everyone will be, and you'll be able to maintain a full schedule during holiday weeks.



3 Simple Holiday Marketing Ideas for PTs

Do you have GAPS in your PTs' schedules? Every gap in the schedule is lost revenue AND 1 less person being helped. Here are some simple ways to attract patients with marketing...

1. Email your past & current patients.

Email is a BRILLIANT way to boost patient reactivations, referrals, and retention. Simply email your list of past patients & remind them you can help! Some email ideas are...

- Offer a free evaluation
- Inform patients about a new service you offer (massage, laser, or a new specialty)
- Send a holiday digital newsletter with stretching tips, healthy recipes, and pictures of your staff

Remember to include a button or a link for patients to "Request An Appointment" online.

2. Send a holiday postcard.

Remind patients that if they've met their End Of Year insurance deductible, their PT care could be FREE! Check out some gorgeous, easy-to-order [holiday postcard designs here](#).

3. Hack your Google Business Profile.

It's not sexy...

But the #1 way for PTs to attract more new patients is with Google. Hack your Google Business Profile when you...

- Add staff photos, a detailed list of services, and updated business hours
- Create a full profile for each clinic location
- Build trust by getting consistent 5-star Google Reviews

Want to attract more new patients online? Request a Free, No-Obligation "PT Marketing Master" Strategy Call (Valued at \$1000)! [View more details here](#).

