

Powerful Language Building Trust

Building trust takes time and attention

Patients don't know what you know unless you tell them. The language you use can help patients feel confident in your skillset and knowledge.

Use phrases like :

- I've done this procedure 3 times this month
- I've been seeing a number of cases like this lately

You may be competing with Dr. Google

Your patients are online researchers. They search the web for their conditions and they want to know that you are staying informed as well.

Let them know about the research you've done that impacts their health.

Say something like this:

- The latest research is suggesting
" FILL IN THE BLANK "

Track your referrals

Pull reports or follow up with patients to see how many of them are following up on referrals.



For specialist referrals, did you know patients are twice as likely to turn first to online reviews instead of provider referrals?

When making referrals, communicate what kind of specialist the patient needs and why.

Expand their access by referring them to a specialty group rather than a single provider. Reassure them by letting them know you trust this specialty group with their health.