FastTrackMARKETING

SCORE YOUR OWN PRACTICE

The secret shopper scorecard

Twenty-nine things a prospective patient notices before they ever meet you. Check the ones your practice would pass today, not the ones you intend to fix.

START WITH THIS ONE

Call your own front desk right now, from your cell phone, standing in the hallway. Ask about your highest value procedure and let them route you. Do not tell anyone you are doing it. Whatever happens next is what every prospective patient gets.

01 The front desk

The front desk is not your sales team and should not be judged like one. Their job is to be reachable, be warm, and hand the caller to the right person without losing them.

- [ ] A person picked up within sixty seconds
  A phone tree is fine. Count the layers before a human answers: two is workable, four is a hang up
- [ ] The menu offered a way to reach a person without knowing an extension
- [ ] They gave the practice name and their own name
- [ ] They were warm, and you could hear the smile
  Not efficient, not polite. Warm. You could tell they were glad you called rather than interrupted
- [ ] They confirmed the practice performs the procedure
  This is the bar for the front desk. Pricing and candidacy are not their job
- [ ] The handoff was warm
  They named who they were transferring you to and why, rather than silence and a click

02 The patient coordinator

This is where the sale actually happens. If your practice does not have a coordinator, score these against whoever takes procedure questions.

- [ ] You reached them on the first call
  A callback is acceptable. A callback that never comes is where most of the money leaks out
- [ ] You did not have to repeat yourself
  Whoever picked up next already had your name and what you called about, from the voicemail or the front desk
- [ ] They asked what prompted you to look into it now
- [ ] They gave a price range without hedging or transferring you
  Not a number pulled from a script. A range, with what changes it
- [ ] They explained what the price includes, such as follow ups, enhancements and financing
- [ ] They named the surgeon and gave a reason to trust them
- [ ] You were offered a specific consult date and time, not a callback
- [ ] If you did not book, someone followed up within two days
  Have your secret shopper leave a real number and wait

03 The first ten seconds

Walk in your own front door as though you have never been there. Ten seconds is roughly how long the judgment takes.

- [ ] Someone looked up and greeted you within ten seconds
- [ ] No handwritten signs taped to the glass
- [ ] Chairs you would happily sit in for forty-five minutes
- [ ] Nothing stacked, stored or piled behind the front desk
- [ ] A bathroom you would be glad for a patient to use
- [ ] Check-in did not start with forms already filled out online

04 The visit itself

If a patient is paying premium prices for an elective procedure, the visit has to feel like a premium service rather than a DMV appointment with better equipment.

- [ ] Seen within fifteen minutes of the appointment time
- [ ] If running late, someone said so without being asked
- [ ] Staff used the patient's name more than once
- [ ] Nobody asked the same question a colleague already asked
- [ ] Cost was explained before the patient had to bring it up
- [ ] Someone walked them out and named the next step

05 What your reviews already told you

You do not need a consultant to find the gaps. Patients have been writing them down for years, usually in the reviews nobody reads past the star rating.

- [ ] You have read your last twenty reviews start to finish
- [ ] Every review from the past ninety days has a reply
- [ ] You know the complaint that shows up again and again
  There is always one. If nothing comes to mind, you have not read them closely enough

Where you landed

Boxes checked: _____ out of 29

0 TO 13

Writing checks the front desk cannot cash

Every dollar of ad spend is being handed to an experience that undoes it. Fix this before buying more traffic.

14 TO 19

Premium price, budget feel

The clinical care is probably excellent. Nothing around it says so, and patients cannot tell the difference.

20 TO 25

Good practice, forgettable visit

Nothing is wrong. Nothing is memorable either, which is why referrals are flat.

26 TO 29

Worth what you charge

Your experience matches your pricing. Protect it, because this is the part competitors cannot copy from your website.

Now make the same call to your competitor

Your score only means something next to somebody else's. You do not need to walk into their office. The phone call is where the comparison gets uncomfortable, and it takes about ten minutes.

01 Pick the two practices that come up when you search your own highest value procedure.

02 Call each one as a prospective patient, from a number nobody there will recognize.

03 Score sections 01 and 02 only, the front desk and the coordinator. Fourteen items in total.

04 Leave a real callback number and see which of the three of you follows up first.

YOUR PRACTICE	COMPETITOR ONE	COMPETITOR TWO
/ 14	/ 14	/ 14

If you beat them, that is a claim you can make in your marketing. If they beat you, you have found the thing to fix before spending another dollar sending patients toward a phone call you would not want to be on the other end of.

FastTrackMARKETING

We market ophthalmology and vision correction practices, which means we spend a lot of time watching good marketing collide with a front desk. Happy to talk about either half.

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