



Homogenized is for Milk... And 9 More Ways to Turn Satisfied Patients into Loyal Patients

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What's the Difference in Satisfied verses Loyal Patients?

Shift Your Thinking: The Danger in Satisfaction

In a satisfied environment, patients are:

- Not Engaged
- Not Loyal (satisfied v. loyal)
- Less Likely to Refer
- Not Talking

Remember, Satisfied Patients Cost You Money!

How Do You Shift the Attitude in Your Practice?

Commandment #1:

Evoke Emotion

Commandment #2:

Mess Up with Grace

Commandment #3:

Trash the Policy

Commandment #4:

Remember Who Bought Dinner

Commandment #5:

Homogenized is for Milk

Commandment #6:

There is No One Night Stand

Commandment #7:

Mi Casa Es Su Casa

Commandment #8:

Love the One You're With

Commandment #9:

**Efficiency is Not the Fruit
of the Spirit**

Commandment #10:

We All Love a Good Story

Is Your Practice Up to the Challenge?

What "stains" are in your office that you and your staff are overlooking—but your patients are noticing?

Are you ready to hear how your patients perceive your practice and what they really want from you?


