



# 4 METRICS OF SUCCESS THAT WILL BOOST YOUR PATIENT EXPERIENCE AND PROFITS

# SOME HOUSEKEEPING

## Using GoToWebinar®

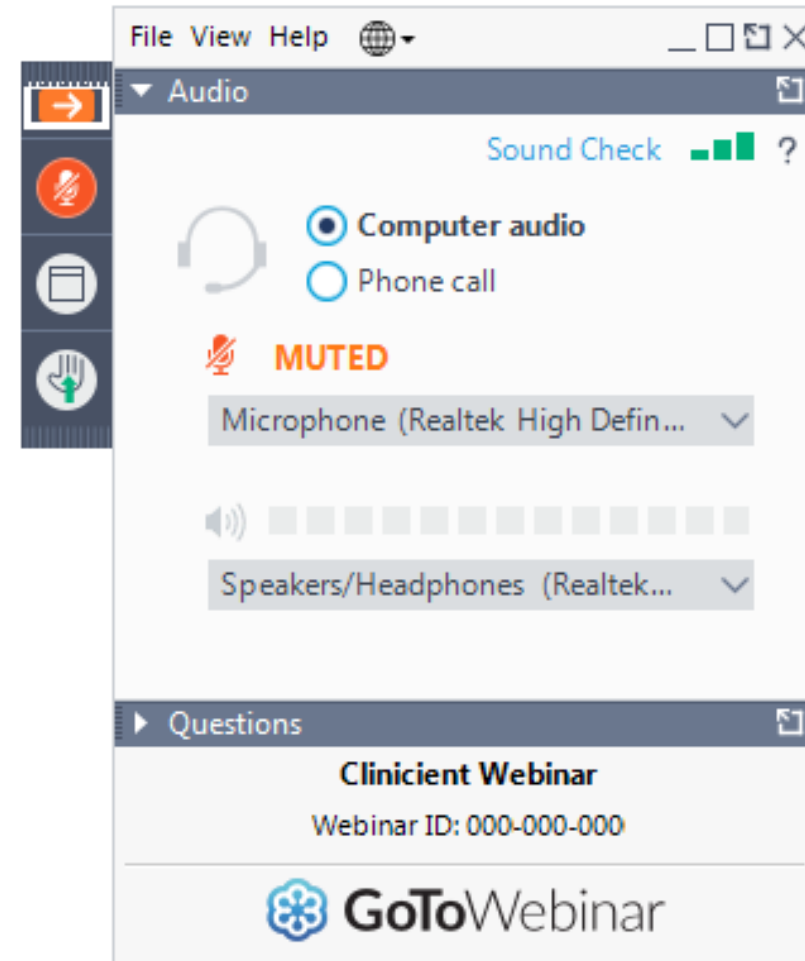
Click on orange arrow to show or hide panel

This Session will be recorded

- Link to the recording and resources will be emailed to all registrants

Please use the “Questions” Panel

- Please do not use the “raise hand”
- Questions will be answered at the end of the webinar as time allows
- Additional questions will be answered in emailed resources



# NOTICE

- This presentation is copyrighted
- Unauthorized copying and distribution is prohibited
- Summary information only
- Go to source documentation for complete details





# YOUR HOST




## JERRY HENDERSON, PT

Founder and Vice President of Clinical Strategy  
Clinicient, Inc.

Jerry Henderson brings more than 25 years' experience as a physical therapist to Clinicient, and serves as "the voice of the therapist" in all company undertakings. A serial entrepreneur, Jerry has started four rehab-oriented companies, one of which evolved into Clinicient. He has deep roots in physical therapy, and brings an immense amount of industry thought leadership to the company's therapist-facing activities.

Jerry co-founded the Independent Private Practice Physical Therapy Association, a non-profit corporation to organize independent physical therapists for local legislative action. He also speaks regularly at industry conferences, and is published frequently in professional journals.

 [jhenderson@clinicient.com](mailto:jhenderson@clinicient.com)

 [@HendersonPDX](https://twitter.com/HendersonPDX)

# WELCOME JERRY DURHAM



## JERRY DURHAM, PT

Client Experience Specialist

Jerry is a nationally recognized consultant, business expert and speaker on physical therapy practice strategy. His mission is putting patients first and he delivers compelling insight on patient engagement and the virtues of the provider - patient relationship.

He is on the forefront of the patient engagement movement leading to great outcomes and how to own and operate a thriving business by cultivating great patient relationships. In his spare time, Jerry hosts Healthcare DisruPTion, a podcast dedicated to improving the patient experience.

[jerry@jerrydurhampt.com](mailto:jerry@jerrydurhampt.com)

Twitter: @Jerry\_DurhamPT

# COVERED TODAY

- How to measure the output of your front desk training and its success
- Top questions to ask during the initial patient call
- Four business metrics proven to help drive front desk success

# FRONT DESK ACCOUNTABILITY

# WHAT DO YOU MEASURE?



# FRONT DESK METRICS OF SUCCESS

# CONVERSION RATE

# COPAY COLLECTION RATE

# NPS: NET PROMOTER SCORE

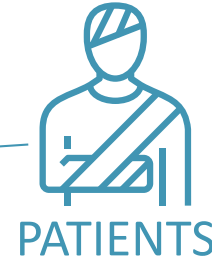
# DROP OFF RATE (BEFORE VISIT TWO)

# FRONT DESK HIRING



# HOW CAN TECHNOLOGY HELP DRIVE A BETTER PATIENT EXPERIENCE?

Single system  
for EMR and billing  
empowers practices  
to deliver a better  
patient experience  
and measure the  
results



- Streamlined Patient Intake & Scheduling
- Appointment Reminders
- Cash register for Easy Co-pay Collection
- Verification of Eligibility and Benefits
- Accurate Reliable Billing
- Patient Engagement Tools



- Clear Documentation
- Goal Tracking
- Letter and Reporting Templates
- Discharge Management & Follow Up
- Referral Metrics & Management

 **Clinicient**  
Insight EMR and Billing

# POLL QUESTION

# Q&A – ASK THE EXPERTS!

THANK YOU.