

Problem – It is useful to have an “insurance we take” page on your practice website BUT it is not that simple:

- The list changes (and it is difficult to update a webpage for most people/practices)
- It is not as simple as listing “Florida Blue” – there are 10 or more Florida Blue products and the list must show which products we take and which we do not take
- AND better yet, show the patient how to determine which product they have (and because this too is not always super clear - perhaps a link to an image of the insurance card)

Solution: Femwell or Toplevel creates a specialty-specific “insurance we accept” page that each practice can have their website link to:

- The information is live and centrally updated in real-time
- The information is robust and includes images of insurance cards etc... (a very time consuming task that can be done once and maintained centrally instead of each practice never getting to it)
- Part of the page is a form that allows each practice to log in and customize the information (also live and in real time)

The Femwell app is a wonderful tool, however, it is only available to physicians and office managers on a cell phone. If this app (or a similar program) could be available to all employees, then referrals to other Femwell/Topline offices would be much easier. Then these referrals could also be tracked and incentives could be offered to offices with the most referrals. For example, when a patient is checking out from an appointment, the front desk employee could send a referral to another doctor (for mammogram, colonoscopy, specialist, etc), without having to bother the physician or office manager to assess their phone and make that referral. It would simplify the process and incentivize them to do so, if monthly prizes were awarded.

This would allow for a higher probability of inter-office referrals amongst Topline doctors and have the employees be diligent with referrals, as they would be incentivized.

Measuring your customer service results with employee’s incentive programs.

As a manager while I’m busy in the back solving other problems I’m always trying to find a way to get patients feedback on their visit experience in our office. I noticed that pretty much everything I was doing in house was mostly verbally and not a 100% measurable to be able to identify the employees that really makes the difference to the patient experience. Now TOPLINEMD inspired me to come-up with an idea to measure patients experience and give an incentive to my employees at the same time. But I had to come-up with an idea that had a cute short easy survey to our patients and didn’t have to spend a ton of cash on it.

Here it is:

On a 3.5” x 2” business card with a short survey given to the patient at check-in; have your front staff give a short explanation of it to the patient. At the end of the month count the cards and the employee that gets the most cards with their name will be awarded with a recognition pin Outstanding Employee of the Month.

How to implement the program:

Step 1 – Design and Order your cards. You can use Vista print they are inexpensive and you can be really creative. Buy the pin you would like to give to the employee. The prices run between .99 cents to \$4.99.



\$0.99 from Crown Awards



\$4.99 from PinMart



Step 2 – Have an existing meeting with your employees and explain the program. Have your staff come up with ideas on how to exceed patient’s expectation in their respective positions to make sure that patient writes their name down. Train your front staff properly on how to give the card to the patient; like: Good morning Miss Smith my name is _____. I’m going to give you this card make sure you return it today at the end of your visit today; it cannot be the name of the doctor; ok? And remember my name is ____ Thank you.

Step 3- Train your check-out staff to make sure the patient returns the card by depositing it in a cute collection box (be creative designing your collection box; this can be created collectively when you introduce the program with your staff in Step 2). Train you check-out staff to say something like: How was your visit today Miss Smith did you have a good experience? Did you have time to complete the little card? By the way my name is Ana.... Thank you!

Step 4- As a manager always make sure you are consistent and innovative with the program Don’t let the program die or turn out to be something boring. You can alternate or add to the employees rewards with a gift card, free lunch, free pizza, a t-shirt, etc.!