

THE ANSWER TO GROWING YOUR BUSINESS IS AS FUNDAMENTAL AS BUSINESS ITSELF:

How to Grow Your Business AND Reduce Costs by Using Technology

BY NICK SNOPLY

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There is no question that we are now living in the Age of Technology. Consumers today are more savvy than ever before, many times scouring the internet for information and references before they even step out the door or pick-up their phone.

With educated consumers armed to the teeth with information such as post-surgical reviews, physician public record information and expectations from past clients, it becomes harder for a practice to separate itself from the others. The answer is as fundamental as business itself—customer service.

Customer service in today’s elective surgery arena has graduated to a level of luxury: One of “what can you do for me?” From the initial visit to the last post-op appointment, cosmetic surgeons strive for the edge in providing the most comprehensive customer experience.

Far too often, customer luxury is confused with the latest décor in the office and recovery suite. Sure, there’s a place for aesthetics. But how you and your staff communicate with your patient is what will keep them coming back and the (referrals pouring in.)

Why Does UC Matter?

Unified Communications or (UC) is a commonly used term for the integration of communications systems, media, devices and applications.

UC helps cosmetic surgical practices, small and large alike, streamline information delivery and ensure ease of use. Human delays are also minimized or eliminated, resulting in better, faster interaction and service-delivery for the customer, and cost savings for the business.

It matters to you because these new applications are what will set your practice apart from the others. Case in point: A physician that I am currently working with

complained that his nightly answering service wasn’t able to locate him quickly enough when a patient called after hours describing pain or discomfort.

He’s not alone. Sixty-two (62%) of the physicians I consult with describe the same or similar dilemmas. After exploring his options, the physician implemented a UC system that allows after-hour calls to flow into a voice mail box with word recognition.

Now when a patient calls and says any of the custom key words programmed, the system automatically calls the physician, RN or anyone in the office based on the particular priority. And it will follow up until that patient is reached and the issue is addressed.

Side Benefit: \$35,000/Year

Not only has his patient quality of care gone up but he is now saving roughly \$35,000 a year by not using his answering service.



One Example of Many

This is just one example of hundreds where using UC in your practice can grow your business and reduce costs. As the number of surgical procedures increase in the Indianapolis area, more physicians are choosing to arm themselves with a communications system that interacts with the customer to provide an increase in patient care and practice cost-savings. Is your practice ready for Unified Communications?

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