livelink
Resource

# PRIORITY DESK

Your clinic. Your patients.
Your prospects.

One dedicated contact
keeping everything moving

Running a successful clinic shouldn't mean that everything has to come back to you.

But too often, it does.

The inbox needs checking. A prospective patient has made an enquiry but hasn't booked. Someone needs to follow up a cancellation. A patient has a question. The diary needs attention.

Individually, they're small things.

Together, they take up an enormous amount of time, energy and headspace.

**That's where Priority Desk comes in**

Priority Desk gives your clinic one dedicated contact who gets to know your business, understands how you work and takes ownership of keeping things moving.

We look after the patients you have, engage with the prospective patients you want, and manage the day-to-day patient contact and administration that would otherwise come back to you.

***So you can concentrate on your patients, your team and growing your clinic***

# One dedicated contact who knows your business

This is what makes Priority Desk different.

You're not dealing with a faceless call centre.

You're not repeatedly explaining your business to different people.

And you're not employing an Account Manager whose job is to sell you more services.

You have one dedicated contact who gets to know your clinic.

They understand your services, your team, your systems and the way you like things done

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They become your go-to person.

Someone who knows what's happening.

Someone who takes ownership.

Someone who keeps things moving without everything having to come back to you.

Wendy

**One dedicated contact to run your business**

# We look after the patients you have

Great patient care doesn't begin and end in the treatment room.

Your patients need to feel looked after whenever they contact your clinic.

Priority Desk helps manage that experience.

We respond to patient enquiries, manage appointment requests, deal with rescheduling and cancellations, help keep your diary running effectively and make sure your patients receive a friendly, knowledgeable and professional service.

***Because every interaction with your clinic matters.***

# We engage with the prospective patients you want

Not every prospective patient books immediately

They might send an email

Complete an enquiry form

Download information

Ask a question

Or simply need a little more help before deciding to make an appointment.

And when nobody has the time to respond quickly or follow up, those opportunities can quietly disappear.

Priority Desk helps make sure that doesn't happen.

***We proactively engage with prospective patients, respond to enquiries and follow up where appropriate.***

No pushy sales techniques.

No scripts designed to pressure people into booking.

Just friendly, knowledgeable and timely communication that answers their questions, understands what they need and makes it easy for them to take the next step

# Less for you to manage.
# More opportunities for your clinic

Your inbox is managed, not just monitored

A busy clinic inbox can quickly become another job waiting for you at the end of the day

Priority Desk takes a proactive approach

We respond to routine enquiries

We deal with patient requests

We take appropriate action

And we escalate only what genuinely needs your attention

Instead of constantly checking your inbox or worrying about what might be sitting unanswered, you know it's being looked after

**Your diary gets the attention it deserves**

An empty appointment isn't just a gap in the diary

It's lost revenue that can never be recovered

We help manage cancellations, rescheduling and diary gaps, making better use of your available clinical time and helping your clinic run more effectively

This may be the biggest benefit of all

When all the knowledge, decisions and day-to-day management of a clinic sit with the owner, it becomes almost impossible to switch off

Everything comes back to you.

- Every question
- Every problem
- Every decision

Priority Desk helps change that.

Your dedicated contact builds a genuine understanding of your clinic and takes ownership of the day-to-day patient contact and administration that would otherwise demand your attention.

You remain in control of your business.

You simply don't have to personally manage ever part of it

*Your clinic becomes less dependent on you*

# Specialist knowledge makes a difference

We've been supporting private healthcare clinics for 15 years.

And we know that managing patient contact requires far more than simply answering a telephone.

We **understand** private healthcare.

We understand that different treatments, services and appointment types require different questions.

We **know** when something needs to be escalated to a clinician. And, just as importantly, we know when it doesn't.

That **knowledge** means fewer interruptions for you and a better, more knowledgeable experience for your patients.

# IS PRIORITY DESK RIGHT FOR YOUR CLINIC?

Priority Desk could be right for you if:

· Too much of the day-to-day running of your clinic still depends on you

· You're constantly checking emails, answering questions and dealing with interruptions

· Prospective patient enquiries aren't always followed up

· You know your diary could be managed more effectively

· You want your patients to receive a consistently excellent experience

· You need more support but don't necessarily want the cost and responsibility of employing another member of staff

· You want someone who genuinely gets to know your business and takes ownership

## Your clinic. Properly supported

We look after the patients you have

We engage with the prospective patients you want

And we give you one dedicated contact who knows your business and keeps everything moving

**That's Priority Desk**

***LESS FOR YOU TO MANAGE. BETTER SUPPORT FOR YOUR PATIENTS.***

***MORE OPPORTUNITIES FOR YOUR CLINIC.***

# If you've gone through this and thought:

## 👉*"I NEED one person that knows and understands my clinic..."*

**That's normal!**

Most clinic owners aren't short on time, they're stretched across too many roles.

If you ever want help simplifying how your clinic runs, I'm always happy to take a look.

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