Script #3 – Renuvion Patient Coordinator Script

**(Patient coordinator)**

\_\_\_\_\_\_\_\_\_\_\_\_\_ do you have any additional questions that the doctor did not answer? It’s best if we cover these now while they are fresh in your mind…. ***It is important in your practice to remain mindful that if the patient has questions for the doctor it is best to cover those immediately after the doctor’s examination and recommendation, while the questions and concerns are fresh in the patient’s mind. The goal is to always have the doctor cover any medical questions before the handoff to the patient coordinator and get confirmation from the patient that the goal has been accomplished.***

**Transition**

So that I can help you review the quote and proceed with next steps, let’s first review the recommendation of the doctor. Dr.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has recommended [insert procedure here] with Renuvion technology. Let’s talk a little bit more about Renuvion. Renuvion is the **latest technology** designed to provide enhanced results beyond the limitations of liposuction alone. Dr \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_has made this recommendation to give you the best opportunity for the tissue to contract after the fat is removed using liposuction. Doctors use Renuvion technology after liposuction to contract the tissue. The most exciting part is that many Renuvion users say that the results compared to traditional liposuction using only a compression garment after the procedure, are noticeably better.

***A brief description is enough to let patients know that the Renuvion device is the chosen technology of the doctor. It is important that the patient coordinator does not miss opportunities to explain the benefits of Renuvion even if the patient does not refer to the recommendation of Renuvion by name. Pointing out the benefits of Renuvion before preparing and presenting the quote for the patient is the best way to avoid objections and lead to a decision to proceed with surgery. The risks of Renuvion should also be explained at some point during this process of communicating with the patient.***

**How does Renuvion work?**

Dr. \_\_\_\_\_\_\_\_\_explained the science of how Renuvion technology works. Would it be ok if I shared with you how some patients have described how it works? Some doctors and patients describe the effect of Renuvion technology as similar to the shrink wrap packaging process.

During this process, a blow dryer uses heat to shrink the plastic wrap causing it to contract and neatly fit tightly around the object. In contrast, Renuvion combines helium plasma with a unique RF (radiofrequency) energy to provide contraction of the underlying tissue. The device is used underneath the skin. I am sure you can see why doctors and patients use this analogy, can’t you?

***This simple analogy is very basic and is intended to help patients relate the technology to a process that they are already familiar with and provide an additional visual in their mind. This is a great opportunity to show Renuvion videos and before and after photos.***

**How much is it?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_**do you have any additional questions before we discuss the investment required for the recommendation Dr\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has made? Great! First let’s consider [insert procedure here] with Renuvion technology of the following areas: Your investment including surgeon fees, OR and supplies is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

***When presenting the quote, tie each area with Renuvion to a patient benefit. By providing a combined amount including surgeon fees, OR, and supplies amount, it allows the patient to clearly understand the out of pocket expense. If there is a patient objection, it can be answered based on the procedure and the benefits, NOT the price.***

**Objections**

***Patient coordinators should view objections as buying signals. Always assume the patient will move forward unless they tell you otherwise. If they are asking questions, they are interested. Always address the objection/question, and then move forward with the process to get them scheduled for the procedure.***

1. **How much can I save if I do not add Renuvion?**

I can certainly understand why saving money is an important part of any out of pocket expense. Dr. \_\_\_\_\_\_\_\_\_\_\_\_\_ recommended [insert procedure here] with Renuvion technology because with his experience he felt your results using only traditional liposuction would not be optimal. So, while you could save some money removing Renuvion from the recommendation; the greater cost is the likelihood of a lack of improvement. It comes down to how important it is to you that you have done everything possible to address your concerns and issues in the areas Dr.\_\_\_\_\_\_\_\_\_\_will be treating. I am sure you can now see why Dr.\_\_\_\_\_\_\_\_\_ made the recommendation. Can’t you? Now, which day did you say worked best for your procedure?

1. **I heard it is just like laser and doesn’t really work**

I can understand why newer technologies can be confusing and reviews of different devices get mixed together. Renuvion is not a laser. It is a device that combines plasma and radio frequency energy to create the tissue contraction. Let’s review the Renuvion video, as you can see Renuvion has a dramatic, yet gentle effect on tissue.1,2,3,4,5,6

1. **What if my tissue (treated area) is still loose after my surgery?**

I can certainly understand your concern that you may not get the results that you are expecting. Dr.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has made the recommendation to use Renuvion to provide the best chance to contract the tissue using a non-surgical approach. This is a **minimally invasive solution** and it should not be compared with a **surgical result.** As with any cosmetic procedure, individual results can vary. Let’s review the before and after results again and take into consideration what you bring to the table, then we can determine a more realistic idea of what you can expect. Ok? ***Show before and after photos***

1. **Does the Renuvion increase my recovery time?**

That is a great question. [Discuss comparison of recovery with liposuction alone compared to Renuvion + liposuction]. Let’s go ahead and get you on the schedule…

1. **I heard that it doesn’t really make a difference. The same result can be achieved with just liposuction alone.**

I can certainly understand why that statement would be made; especially in a practice where Renuvion technology is not offered. Logically speaking, if the doctor can contract tissue on the table immediately after performing liposuction, how could that yield the same result as removing the fat alone? If the tissue is not contracted what would happen to the appearance of the tissue? Exactly…it sags. With Renuvion, there may be both immediate and long-term effects. The effect of the treatment may continue to improve over time and doctors often report that the contraction effect is noticeable immediately after the procedure. So, I am sure you can see why Renuvion enhances the results of liposuction. Right?

1. **I’ll just do the Renuvion alone. That should give me the results I am looking for.**

I can appreciate how excited you are to experience the benefits of Renuvion. Dr. \_\_\_\_\_\_\_\_\_\_\_\_recommended [insert procedure here] with Renuvion technology because liposuction removes the fat so Renuvion can contract the tissue beneath the skin’s surface. Let’s look at the before and after photos again. I’m sure you’ll see why this combination will work best for you.

1. **Why haven’t I heard of this technology before?**

I can understand why new technologies, especially in aesthetics are hard to stay on top of. Renuvion is the latest technology and although the device may be new to you; it has been used for many years. The technology continues to improve as more and more doctors are using it for cosmetic procedures. Renuvion is a progressive device, and the company provides the doctor with the latest updates and improvements so that we are always on the forefront of technology. The news is spreading quickly, and you will soon hear more about Renuvion now that we have introduced it to you. Best of all, you will be able to see the results for yourself since we are moving forward with your procedure!

References:

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