

Mystery Shop the Competition: Consultation Process

Purpose: To help you assess your competition.

Instructions: Have someone (staff member, colleague, friend, etc.) schedule a consultation as if they were considering LVC at another practice. The mystery shopper should familiarize him or herself with this worksheet before the consultation. Then, after the consultation, they should record their experience and observations below.

Practice name: _____

Primary contact: _____ Position: _____

Patient experience

Consultation date: _____ Time between initial call and consultation: _____

Scheduled start time: _____ Actual start time: _____

Scheduling etiquette was: Excellent Good Fair Poor

Greeting etiquette was: Excellent Good Fair Poor

Number of staff members in contact with you: _____ Number of times you moved to a different room: _____

Length of wait in each room: _____ Length of consultation: _____

Was the office: (check all that apply) Clean Stylish Up-to-date Bright Dirty Drab Old Dark

Did you feel informed about the consultation process and have a sense of trust for the staff members and the physician?

Were the personal information and medical history forms easy to read and complete?

Did the practice staff willingly assist you when questions arose?

Did they lead the consultation clearly and convey a willingness to help?

Did they assess your knowledge level/personality profile?

Did you feel rushed at any point during the consultation? When?

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LVC questions and answers

Were the practice staff knowledgeable about LVC? Did they offer a comparison of other procedures?

Did they offer information about how their practice differs from other laser centers?

Did they describe their laser technology? Cross-compare with a competitive laser?

Did they review costs? (costs breakdown/payment plans, guarantees, specials, etc.)

Did they discuss the physician?

Were you shown a features/benefits video? An informed consent video?

If so, were the videos clearly visible and audible? Was the information useful and interesting?

Diagnostic testing

Which diagnostic tests were performed?

Were the technicians friendly and warm? Were procedures explained to you before they were performed?

Did you have adequate time with the doctor?

Were your questions addressed clearly and promptly?

Were you uncomfortable at any point during the testing? Why?

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Closure and follow-up

Were your questions and concerns adequately addressed?

Was there a 'call to action' during the conversation? A follow-up plan of action?

Were you asked about: Referral source Demographics E-mail address, contact info

Were you offered these additional resources:

Written info Faxed info Web site The laser manufacturer web site Seminar Mentor patient

How long after your consultation did you receive a follow-up phone call? _____

Did you schedule an LVC procedure? Yes No

If you scheduled a procedure, what was the time between your consultation and your LVC procedure? _____

What was the time between your consultation and when you received patient materials? _____

If you did not schedule a procedure, what follow-up information did you receive? How long after your consultation did you receive the follow-up information?

Overall impression:

WHAT NOW?

Share your completed worksheet with your BDM. Keep your completed worksheet for future reference—it will serve as an instructive benchmark of your competition at this point in time. It's a good idea to mystery shop your major competitors once a quarter.