

Patient Communication Toolkit

Build trust • Stay connected • Reactivate with confidence

This toolkit gives your team the emotional intelligence and practical tools to follow up with patients effectively —whether they're brand new, undecided, or overdue. From first enquiry to final review, it's all about keeping the conversation going.

1. Emotional Intelligence in Patient Communication

- Lead with empathy: 'Heart first, title second.'
- Meet patients where they are emotionally and physically.
- Use active listening and validate patient concerns.
- Build trust before making recommendations.
- Use stories and analogies to connect emotionally.

2. Handling Patient Enquiries

- Respond quickly to inquiries (within minutes if possible).
- Use SMS/WhatsApp to initiate contact and ask for a good time to call.
- Ask open-ended questions to understand their needs.
- Use tools like Loom to send personalised video responses.
- Segment patients into Fast (3%), Middle (15%), and Slow (50%) lane buyers.

3. Structuring Effective Consultations

- Reduce the power dynamic: greet patients by name, sit at eye level.
- Use visual aids: photos, AirBrush app, animations.
- Ask: 'How does this photo make you feel?' and 'What would you like to change?'
- Present 1–3 treatment options with clear pros/cons.
- Use motivational tools like the Golden Envelope (thank-you card).

4. Follow-Up Techniques

- Use email/SMS reminders, before/after photos, and testimonials.
- Send Loom videos summarising treatment plans.
- Track video views and re-engage based on interest.
- Follow up every 6–8 weeks for slow-lane patients.
- Ask for reviews and referrals after treatment completion.

Bonus Tip:

Use Agilio's automated nurture messages to send reminders, before/after photos, and testimonials — without lifting a finger.