



Implementing Fat Pad Restoration into your practice

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**THE BEST TREATMENT FOR THE PATIENT
MAY NOT BE SOMETHING COVERED BY
INSURANCE....**

**IT IS OUR JOB TO EDUCATE THE PATIENT OF
THEIR OPTIONS AND FIND THE BEST
SOLUTION FOR THEIR PROBLEM,
REGARDLESS OF COST.**



Adding fat pad restoration into your armamentarium of care...

Step 1: Your interest in fat pad restoration is peaked.

Step 2: You are getting educated

Step 3: Write out a plan & set goals

Step 4: Implement your plan

Step 5: Achieve goals and reach higher

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PATIENT DEMOGRAPHIC

You have made the decision to treat a certain demographic...now go get them

1. Who is my target demographic? Females 45-75, east of 95, Boca Raton, FL
2. Once you have identified “who” - how do I target them? Market, network and find out where these potential patients are.
3. Always get the patient in the door.

Go into the community and seek them out.



SURROUND YOURSELF WITH GOOD, QUALITY PEOPLE

HIRING



TRAINING

- You must guide your staff in everything.
- Start with the telephone:
Scripts- Write out scenarios for your team members to follow. You want them to convey the exact message that you want conveyed.
- Make sure they get the patient in the door.

MARKETING

1. Who is your target demographic? Wound care, hospital based, nonsurgical, cosmetic- which do you have?
2. Internal Market: Office brochures, newsletters, signage
3. External Market- Good website- content, blogging, videos, SEO, Social Media. Follow your demographic- FB, IG, Twitter



4. Track your success and modify your plan on an annual basis

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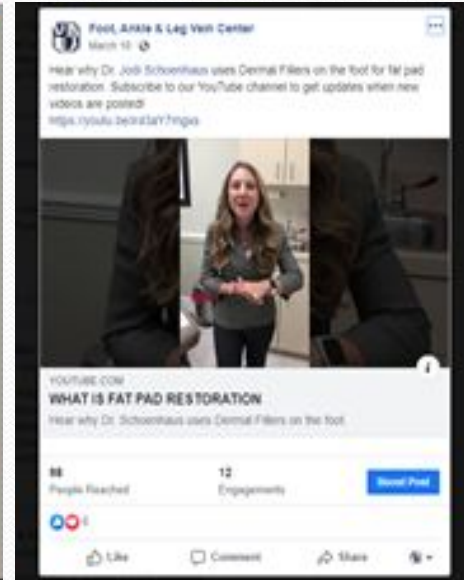
Kick start your fat pad practice...

Internal marketing

- Send a newsletter to everyone with ICD-10 code subset, broken down by demographic, entice and make a call to action.
- Line up 5 patients- inject and see the results
- Brochures and Educational Materials in all rooms
- Create a buzz



POWER OF MARKETING- IT ALL WORKS



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THE PATIENT CONSULTATION: TWO TYPES OF PATIENTS

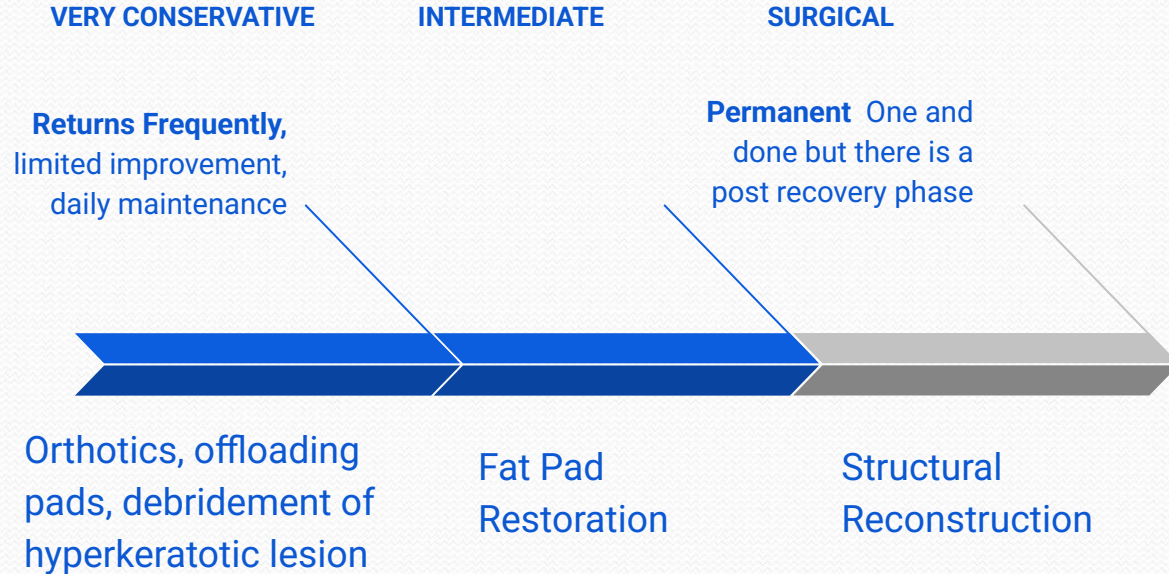
1) PATIENT ASKING FOR FAT PAD RESTORATION

- Focus your consult in this direction
- Confirm that it is the right procedure for the patient
- Close it
- This is yours to lose - they have already determined they want and need it when they made the appt

2) PATIENTS THAT DON'T KNOW ABOUT FAT PAD RESTORATION

- Identify that this a potential treatment for their condition
- Discuss pros and cons of treatment options
- Do not discuss fees
- Hear your patient- focus on THEIR NEEDS and how the treatment will help them.
- Use visual aids, graphs, brochures, etc.

FAT PAD RESTORATION....



DOCTOR DISCUSSION

Treatment options for their condition including Fat Pad Restoration
Why the treatment is the BEST option for them based off of what THEY have told you.
Information on Leneva- exactly what it is
How it works
Consent Information
Expected Outcomes
Post Procedure Protocols

Back office discussion
Focus on patient needs
Listen, Educate, Solve

COORDINATOR DISCUSSION

- Out of Pocket Costs
- Payment Options
- Scheduling.

PATIENT DISCUSSION ON COST

- Train your staff
- Initial phone consultation- Patients will shop around- Who, what, where, when, schedule them!
- Incentivize your staff
- One or two main procedure coordinators that talk money
- Set a price that is competitive for your area. Remain ethical. Set up a code in your system so you can track your success
- Review potential outcomes, set expectations accordingly.



COORDINATOR DISCUSSION

- Brief Friendly Introduction
- Focus on the key terms of the patient's needs
- Provide the service costs and associated fees - wait for patient questions to see if they need options
- Offer Options ** Care Credit, pay program, etc.
- Provide a written and signed copy of the finalized plan

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PAYMENT OPTIONS

OPTION 1

Pay in full (Forms of payment, CareCredit, etc.)

OPTION 2

Pay half at the time of booking- non refundable as you are ordering the Leneva[®]

Pay half at the time of the visit

OPTION 3

Payment plan. Monthly CC payments automatically charged.

Procedure is performed when paid in full.

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A to Z Concierge Concepts Are My Mantra

A- Advertise- In / Out of your database

B- Billing- no IOU's. Collect on time.

C - Customer Service and Communication

D - Discounts- Run monthly specials- \$50 off prepaid packages of 3 treatments

E- Ethics- always practice business with ethics

F- Front Desk- attention to detail

G - Gold Standard of care. Stay within the reasonable standard guidelines for a treatment regiment

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A to Z Concierge Concepts Are My Mantra

I- Incentivize your staff

J- Jovial- everyone likes to laugh. Work hard, but laugh

K-Keen- stay on the edge and be sharp!

L- Listen to your patient's needs

M- Mission Statement

N- Network

O- Online reputation

P- Passionate- be passionate about what you do

Q- Quality care

R-Return all phone calls promptly

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A to Z Concierge Concepts Are My Mantra

S-Social Media- Facebook, Instagram, Twitter, TikTok

T-Training- you and your staff, continually

U-Uplift

V-Value- Make patients feel they are obtaining something of value

W- Waiting room- clean, promotional, educational First impression

X- I'm not wasting my time thinking of one because I work smarter not harder

Y- You never know who is in your chair- Treat everyone the same

Z- Zest- enthusiasm and intelligence

