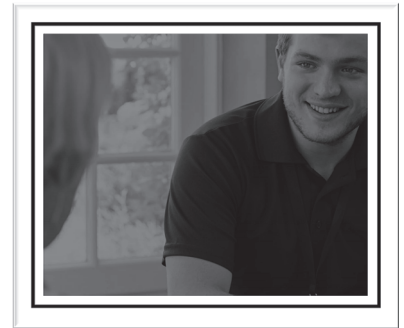


TALKING COMPRESSION WITH YOUR PATIENT

JOHN HOLLAND
 FOUNDER, COMPRESSION GARMENT FITTER, CO-OWNER, & VICE PRESIDENT
 ABSOLUTE MEDICAL, INC.
 MAY 3RD 2019

OBJECTIVE

To discuss compression options with your patient to help ensure that they will be able to successfully self-manage their lymphedema for the rest of their lives with **correct** compression garments.



BACKGROUND

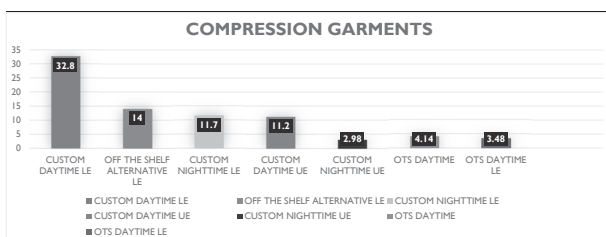
ABSOLUTE MEDICAL....

- FOUNDED IN 2004
- BASED IN CHICAGO
- PROVIDER OF CUSTOM MADE AND READY TO WEAR COMPRESSION GARMENTS
- HAS A TEAM OF EXPERT CERTIFIED FITTERS
- PROVIDING GARMENT SERVICES AT THE CLINIC, HOME OR IN OUR CHICAGO OFFICE.
- ABSOLUTE MEDICAL FOCUSES ON PROVIDING PATIENTS WITH ONLY CORRECTLY SELECTED COMPRESSION GARMENTS

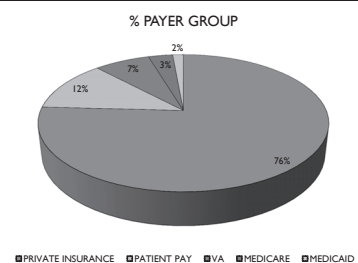
BY THE NUMBERS ABSOLUTE MEDICAL 2018

- **1,874 +** NEW CUSTOMERS
- **200 +** LYMPHEDEMA AND WOUND CARE CLINICS WE PARTNER WITH IN IL.
- **250,000 +** MILES DRIVEN BY ABSOLUTE MEDICAL FITTERS IN 2018

GARMENTS BY THE NUMBERS: ABSOLUTE MEDICAL: 2018

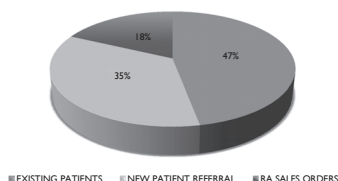


PAYERS BY THE NUMBERS ABSOLUTE MEDICAL: 2018



2018 OVERVIEW - PATIENTS

% 2018 PATIENT TYPES



THE COMMON PROBLEM

PATIENTS WITHOUT INSURANCE COVERAGE FOR COMPRESSION GARMENTS ARE RECEIVING INCORRECT COMPRESSION GARMENTS BASED ON COST INSTEAD OF EFFECTIVENESS AND OUR INABILITY TO INFLUENCE THEM TO PURCHASE THE CORRECT AND OFTEN MORE EXPENSIVE CORRECT COMPRESSION GARMENTS.

IF A PATIENT ISN'T GIVEN CORRECT COMPRESSION GARMENTS AT OR PRIOR TO DISCHARGE THEY WILL INADVERTENTLY HAVE INCREASED SWELLING AND BE READMITTED FOR MORE LYMPHEDEMA THERAPY.

SOLUTIONS

PROVIDE YOU WITH THE NECESSARY TOOLS TO EFFECTIVELY INFLUENCE YOUR PATIENTS TO SELECT THE CORRECT COMPRESSION GARMENTS FOR SELF MANAGEMENT.

EMOTIONAL "STATE MANAGEMENT"

- MANAGE YOUR EMOTIONS
- DISCIPLINE YOUR DISAPPOINTMENTS
- IF YOU CAN'T MANAGE YOURSELF YOU CERTAINLY CAN'T MANAGE YOUR PATIENTS

* YOU CANNOT ESTABLISH RAPPORT IF YOU ARE IN A POOR EMOTIONAL STATE.

ESTABLISH RAPPORT

- FOCUS ON THE PERSON AND REALLY CARE ABOUT THEM
- FIND A MUTUAL INTEREST
- TALK TO THEM ABOUT THEIR DEEP NEEDS AND WANTS
- TELL THEM A STORY
- GIVEN THEM A COMPLIMENT
- FIND A MINIMUM OF 3 THINGS THAT YOU GENUINELY LIKE ABOUT THIS PERSON
- JUST LISTEN
- GIVE THEM A GIFT
- PATIENTS HAVE TO FEEL THAT YOU CARE AND THAT THERE IS A CONNECTION

ASK QUESTIONS

* FIRST ASK FOR PERMISSION TO PROBE. DON'T ASSUME YOU CAN ASK PERSONAL QUESTIONS.

- QUESTIONS HELP GET THE CUSTOMER INVOLVED WITH YOU. TAKES THE PRESSURE OFF OF YOU TO CONVINCING THEM OF WHY THEY SHOULD BUY.
- QUESTIONS SHOW YOU REALLY CARE WHAT THE PATIENT IS THINKING
- QUESTIONS HELP CREATE STRONG RAPPORT
- QUESTIONS HELP CREATE SOMETHING THAT FEELS GOOD. PLEASURE.
 - HOW GREAT WILL IT FEEL WHEN YOU CAN JUST WEAR A COMPRESSION GARMENT TO MAINTAIN YOUR SWELLING INSTEAD OF BEING BANDAGED DAY AND NIGHT.
- QUESTIONS HELP CREATE SOMETHING THAT DOESN'T FEEL GOOD. PAIN.
 - WHAT WILL IT COST YOU IF YOU DON'T PURCHASE THE CORRECT COMPRESSION GARMENT?
- FIND OUT WHAT THEIR BELIEFS ARE
 - ONCE YOU KNOW WHAT THEIR BELIEFS ARE AND HOW THEY MAKE DECISIONS YOU CAN ALIGN YOURSELF WITH THOSE BELIEFS AND SHOW HOW BUYING THE CORRECT COMPRESSION GARMENT IS CONSISTENT WITH THOSE BELIEFS.
- **NOTE #1:** IF YOU ASK QUESTIONS BUT DON'T HAVE RAPPORT PEOPLE WILL NOT ANSWER YOUR QUESTIONS. ESTABLISH RAPPORT PRIOR TO ASKING QUESTIONS.
- **NOTE #2:** ASKING QUESTIONS GIVES THE PATIENT THE ABILITY TO BE IN CONTROL.

BELIEFS THAT REQUIRE IMMEDIATE ATTENTION

- COMPRESSION DOESN'T WORK FOR ME
- MY MEDICARE WILL PAY FOR THIS
- MY LAST PAIR OF CUSTOM KNEE HIGHS ONLY COST \$50 FOR THE PAIR.
- I WILL NEVER BE ABLE TO GET THESE GARMENTS ON BY MYSELF

DEVELOP CONGRUENCY

- WHAT YOU SAY VERBALLY AND NON VERBALLY MATCHES.
- THERE IS NO DOUBT ABOUT WHAT YOU MEAN
- CONGRUENCY IS FEELING ABSOLUTELY CERTAIN ABOUT WHAT YOU ARE SAYING.
- THE PERSON THAT FEELS MOST CERTAIN IS THE PERSON THAT INFLUENCES
- BUYING IS JUST THE TRANSFERRING OF EMOTION
- PEOPLE NEED TO FEEL CERTAIN THAT BUYING THE CORRECT COMPRESSION GARMENT WILL REDUCE PAIN AND INCREASE PLEASURE.

QUESTIONS YOUR PATIENTS WILL ASK AND WE MUST ANSWER THEM WITH POSITIVE CONGRUENCY.

1. WHAT IS IT?
2. WHAT'S IN IT FOR ME?
3. CAN YOU PROVE IT?
4. WILL IT BE WORTH IT?
5. CAN I JUSTIFY THE PURCHASE?
6. DO I REALLY NEED IT NOW?

TAKE OBJECTIONS AND TURN THEM INTO QUESTIONS.

- OBJECTION: *I CAN'T AFFORD IT.*
QUESTION: WHAT WILL IT COST YOU IF YOU DON'T PURCHASE THIS GARMENT?
- OBJECTION: *I HAVE WORN COMPRESSION GARMENTS BEFORE AND THEY JUST DIDN'T WORK FOR ME? THEY CAUSED PAIN AT THE ANKLES AND CAUSED MY KNEES TO INCREASE IN SWELLING.*
QUESTION: DO YOU REMEMBER IF THEY READY TO WEAR GARMENTS?
- OBJECTION: *I WILL NEVER BE ABLE TO GET THOSE THINGS ON MYSELF*
QUESTION: CAN YOU REACH DOWN AND TIE OR VELCRO YOUR SHOES WITH BOTH HANDS? THEN YOU CAN GET THESE GARMENTS ON BY YOURSELF
- OBJECTION: *THEY COST TO MUCH!*
QUESTION: DO THEY COST TO MUCH OR HAVE I NOT DONE A GOOD JOB OF EXPLAINING THEIR VALUE TO YOU?

JH [2]1

CREATING UNITS OF INTEREST

1. MAKE A BIG FAT CLAIM THAT THEY ASSOCIATE TO. MAKE SURE IT IS SOMETHING THEY ARE INTERESTED IN.
2. "BECAUSE" _____, STATE A FACT
3. "WHICH MEANS TO YOU" _____, TELL THEM A BENEFIT THIS PRODUCT CAN REALLY GIVE THEM
4. WHICH REALLLLLLL MEANS TO YOU" _____, GIVE THEM A BIG EMOTIONAL REASON TO LISTEN AND BUY NOW.

PAY ATTENTION. LISTEN. ASK LOTS OF QUESTIONS. IF YOU ASK ENOUGH QUESTIONS IT BECOMES A TWO WAY CONVERSATION GIVING THEM CONTROL AND TAKES PRESSURE OF YOU.

Slide 17

JH [2]1 John Holland, 4/14/2019

GIVE YOUR PRESENTATION

1. HAVE YOUR GARMENT SAMPLES READY
2. DEMONSTRATE THE PRODUCT
3. ASK THEM TO TOUCH AND FEEL THE PRODUCT
 1. COMPARE IT TO A PRODUCT THEY MAY HAVE RECEIVED BEFORE THAT DIDN'T PRODUCE GOOD RESULTS. (EX. CIRCULAR KNIT VS. FLAT KNIT)
4. EXPLAIN THE RETURN POLICY AND THE FIT GAURANTEE
5. HAVE TESTIMONIALS READY IF NEEDED
6. BE PREPARED TO TURN OBJECTIONS INTO QUESTIONS
7. MEASURE FOR THE GARMENTS
8. PROVIDE THE QUOTE

DEFINE THE PROBLEM IN SOLVABLE TERMS

- PROBLEM:** I JUST CAN'T AFFORD THEM.
- QUESTIONS:** IS IT THAT YOU CAN'T AFFORD THEM OR HAVE I NOT DONE A GOOD ENOUGH JOB OF EXPLAINING THIS PRODUCTS VALUE TO YOUR HEALTH?
- IF IT IS COST:** TRY MINIMIZING THE PROBLEM, SETTING UP A PAYMENT PLAN, OR BREAKING UP THE ORDER SO THE ENTIRE COST IS SPREAD OUT OVER A FEW WEEKS.
- IF IT IS VALUE:** PRESENT THE PRODUCT A SECOND TIME EXPLAINING THE VALUE AND HOW IN YOUR EXPERIENCE PATIENTS THAT HAVE PRESENTED JUST LIKE THEM HAVE SUCCEDED WITH ITS USE. EDUCATE THEM AGAIN ON THE FIT GAURANTEE.

MINIMIZE THE PROBLEM

MINIMIZING THE PROBLEM WILL MAKE A LARGE PROBLEM LOOK SMALL

EXAMPLE:
CUSTOM KNEE HIGH COMPRESSION GARMENTS COST APPROXIMATELY \$450.00 FOR A PAIR. THEY WILL BE MOST EFFECTIVE FOR A MINIMUM OF 6 MONTHS OR 180 DAYS OF USE. IF WE WERE TO MINIMIZE THE PROBLEM OF COST VALUE WE CAN DIVIDE THE TOTAL (\$450) BY THE NUMBER OF DAYS OF USE (180).

FOR \$2.50 A DAY A PATIENT CAN MAINTAIN PROPER LEG HEALTH FOR SUCCESSFUL SELF MANAGEMENT.

PRE FRAMING

PRE FRAMING IS WHEN A THERAPIST SPEAKS POSITIVELY TO THE PATIENT ABOUT THE FITTING PROCESS PRIOR TO THE GARMENT EVALUATION WITH THE FITTER. IT IS A CASUAL INTRODUCTION. PRE FRAMING SHOULD BE DONE AFTER THE THERAPIST HAS ESTABLISHED RAPPORT OR TRUST WITH THE PATIENT.

EXAMPLE:

MR. SMITH WITH YOUR PERMISSION I WOULD LIKE TO INVITE JOHN HOLLAND FROM ABSOLUTE MEDICAL TO COME IN DURING ONE OF YOUR APPOINTMENTS TO TALK TO YOU ABOUT COMPRESSION GARMENTS SO THAT WE CAN COLLECTIVELY FIND A PRODUCT THAT CAN HELP YOU SELF MANAGE YOUR LYMPHEDEMA AFTER DISCHARGE. JOHN HAS OVER A DECADES WORTH OF EXPERIENCE AND IS AN EXPERT IN HIS FIELD. I HAVE KNOWN JOHN FOR OVER 10 YEARS WHICH IS WHY HE HAS AGREED TO COME DOWN TO OUR CLINIC TO HELP US WITH OUR GARMENT FITTINGS. HIS COMPANY SPECIALIZES IN NOT ONLY MEASURING AND FITTING BUT BILLING INSURANCE FOR THESE COMPRESSION GARMENTS. IF YOUR INSURANCE DOESN'T PAY FOR COMPRESSION GARMENTS JOHN WILL FIND AN EFFECTIVE GARMENT WITHIN YOUR BUDGET AND/OR DISCUSS PAYMENT PLAN OPTIONS.

SUCCESSFUL THERAPIST FITTER RELATIONSHIPS

YOUR FITTERS WILL FIT PATIENTS INTO CORRECT COMPRESSION GARMENTS 100% OF THE TIME IF YOU:

- ESTABLISH RAPPORT
- ASK QUESTIONS
- FIND OUT WHAT THEIR BELIEFS ARE
- DEVELOP CONGRUENCY
- TAKE OBJECTIONS AND TURN THEM INTO QUESTIONS
- CREATE UNITS OF INTEREST
- GIVE YOUR PRESENTATION
- DEFINE ANY PROBLEMS IN SOLVABLE TERMS
- MINIMIZE THE PROBLEM

YEARLY OUT OF POCKET COSTS FOR CORRECT COMPRESSION GARMENTS & THE POTENTIAL COSTS OF NOT GETTING THEM FOR YOU AND THE PATIENT.

IN PROCESS
- JOHN

MASTER SUMMARY

YOU AND YOUR FITTERS WILL FIT PATIENTS INTO CORRECT COMPRESSION GARMENTS 100% OF THE TIME IF YOU:

- ESTABLISH RAPPORT
- ASK LOTS OF GOOD QUESTIONS
- FIND OUT WHAT THEIR BELIEFS ARE
- DEVELOP CONGRUENCY IN THE FITTING PROCESS AND PRODUCT
- TAKE OBJECTIONS AND TURN THEM INTO QUESTIONS
- CREATE UNITS OF INTEREST
- GIVE YOUR PRESENTATION
- DEFINE ANY PROBLEMS IN SOLVABLE TERMS
- MINIMIZE THE PROBLEM

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