

Talking Compression With Your patient

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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 THE CORRECT COMPRESSION GARMENT



Background on 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 PERSONALIZED GARMENT SERVICES AT THE CLINIC, HOME OR IN OUR CHICAGO OFFICE.
- ABSOLUTE MEDICAL FOCUSES ON PROVIDING PATIENTS WITH ONLY CORRECTLY SELECTED COMPRESSION GARMENTS

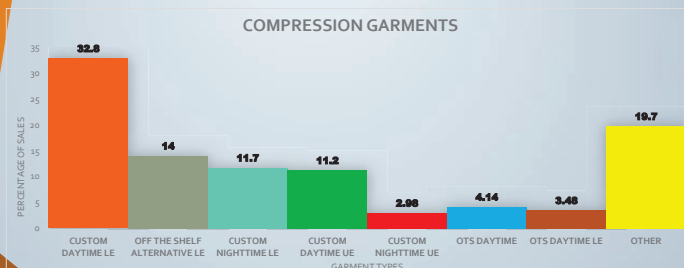


Absolute Medical by the Numbers: 2018

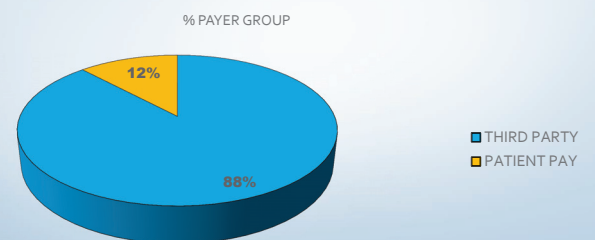
- 200 + LYMPHEDEMA AND WOUND CARE CLINICS WE PARTNER WITH IN IL.
- 250,000 + MILES DRIVEN BY ABSOLUTE MEDICAL FITTERS IN 2018



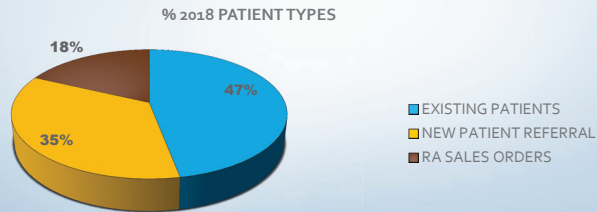
Garments by the Numbers: 2018



Payers by the Numbers: 2018



Patients by the Numbers: 2018



The Common Problem

PATIENTS ARE CHOOSING INCORRECT COMPRESSION GARMENTS BASED ON COST INSTEAD OF THE GARMENTS EFFECTIVENESS LEADING TO POOR SELF MANAGEMENT AND READMISSION TO LYMPHEDEMA THERAPY.



It isn't cost that is preventing patients from getting the correct COMPRESSION GARMENT!

SO...WHAT IS IT?

IT IS THAT WE ARE NOT EXPLAINING TO THE PATIENT WITH CONGRUENCY THE VALUE THAT THE CORRECT GARMENT HAS.



Step 1: Prepare yourself

- BECOME AN EXPERT ON COMPRESSION GARMENTS
- TAKE AN ADVANCED FITTING CLASS HELD BY ONE OF THE GARMENT MANUFACTURERS
- OBTAIN GARMENT SAMPLES
 - CIRCULAR KNIT, FLAT KNIT, QUILTED NIGHTTIME, VELCRO GARMENTS
- UNDERSTAND AND BE ABLE TO EXPLAIN THE DIFFERENCES BETWEEN CIRCULAR KNIT (LONG STRETCH) AND FLAT KNIT (SHORT STRETCH)



Step 1: Prepare yourself (cont.)

- CONTAINMENT VS. COMPRESSION. UNDERSTAND THE DIFFERENCES
- EDUCATE YOURSELF ON MEDICARE AND MEDICAID COVERAGE FOR COMPRESSION
- CREATE A LISTING OF PRIVATE INSURANCES THAT HAVE COMPRESSION GARMENT COVERAGE
- GET TO KNOW YOUR LOCAL EXPERIENCED GARMENT FITTERS



Step 1: Prepare yourself (continued)

BEING PREPARED HELPS CREATE CONGRUENCY

CONGRUENCY IS IMPORTANT BECAUSE.....

- WHAT YOU SAY VERBALLY AND NON VERBALLY **MUST** MATCH.
- THERE IS NO DOUBT ABOUT WHAT YOU MEAN
- THE PERSON THAT FEELS MOST CERTAIN IS THE PERSON THAT INFLUENCES



Step 2: Align Yourself with a Fitter you Trust

- **FIND A FITTER YOU TRUST:** IF YOU DON'T HAVE TRUST OR FAITH IN YOUR FITTER YOUR PATIENT WILL NOT HAVE TRUST OR FAITH IN THEM EITHER.
- **SHARE INFORMATION:** ARM YOUR FITTERS WITH AS MUCH PATIENT BACKGROUND INFORMATION AS POSSIBLE PRIOR TO GARMENT EVALUATION DAY.
- **GET ON THE SAME PAGE:** DISCUSS GARMENT IDEAS PRIOR TO GARMENT EVALUATION.



Step 2: Align Yourself with a Fitter (cont.)

- **BECOME A TEAM:** PATIENTS WANT TO SEE YOU WORK TOGETHER. IT INCREASES TRUST AND CREATES A POSITIVE EXPERIENCE FOR THE PATIENT.
- **HIGHLIGHT YOUR FITTERS EXPERIENCE:** PATIENTS LIKE TO KNOW THAT YOU SPENT TIME TO FIND THEM SOMEONE YOU HAVE FAITH IN AND TRUST WILL DO THE JOB RIGHT!



Step 3: Discuss the Garment Plan with your Patient

PROVIDE YOUR PATIENT WITH THE FOLLOWING INFORMATION AT INITIAL EVALUATION:

1. GENERAL IDEA OF THE GARMENT(S) YOU ARE RECOMMENDING THE PATIENT BE FIT WITH PRIOR TO DISCHARGE
2. INSURANCE COVERAGE OR LACK OF COVERAGE
3. APPROXIMATE OUT OF POCKET COST
4. GARMENT FITTER AND COMPANY NAME
5. WHEN AND WHERE THE GARMENT EVALUATION WILL TAKE PLACE
6. WHEN AND WHERE THE FITTING WILL TAKE PLACE



Step 4: Ask Questions

- HELP GET THE CUSTOMER INVOLVED WITH YOU
- SHOW YOU REALLY CARE WHAT THE PATIENT IS THINKING
- NARROWS DOWN YOUR GARMENT SELECTION
- CREATE A STRONG RAPPORT
 - *IF YOU ASK QUESTIONS BUT DON'T HAVE RAPPORT PEOPLE WILL NOT ANSWER YOUR QUESTIONS. YOU MUST ESTABLISH RAPPORT PRIOR TO PROBING FOR INFORMATION!*
- GIVES THE PATIENT THE ABILITY TO BE IN CONTROL



Questions your Patients should be Asking

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?



Step 5: Make a Recommendation, Highlight the Positive, Show Samples

- WHEN DISCUSSING THE RECOMMENDED GARMENT HIGHLIGHT ALL THE **POSITIVE** QUALITIES:
- **EXAMPLE: CUSTOM-MADE FLAT KNIT KNEE HIGHS**
 - FLAT KNITTED TO FIT YOUR EXACT DIMENSIONS.
 - MAXIMUM CONTAINMENT TO MAINTAIN HEALTH LIMB GIRTH
 - EXTREMELY COMFORTABLE. FLAT KNIT GARMENTS WILL NOT PINCH AT THE ANKLE
 - MADE OUT OF NYLON, SPANDEX, AND SOMETIMES LATEX
 - POROUS FOR BETTER BREATHABILITY
 - WAFFLE WEAVE THAT HELPS MICROMESSAGE THE LYMPH
 - EASIEST GARMENTS TO DON
 - APPROXIMATELY SIX MONTHS OF EFFECTIVE CONTAINMENT
 - FIT GUARANTEE



Step 6: Evaluate and Measure

PATIENTS ARE MORE LIKELY THAN NOT TO PURCHASE THE CORRECT COMPRESSION AFTER SEEING THE PROCESS THAT INCLUDES EVALUATIONS, PRODUCT SELECTION, AND THE MEASURING PROCESS.



Step 7: Turn Objections into Questions

OBJECTION: **I CAN'T AFFORD IT.**

QUESTION: WHAT WILL IT COST YOU IF YOU DON'T PURCHASE THIS GARMENT?

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.



Step 7: Turn Objections into Questions (cont.)

OBJECTION: **THEY CAUSE TOO MUCH PAIN!**

QUESTION: CAN YOU DESCRIBE THE GARMENT TO ME? WAS IT SEAMED OR SEAMLESS? READY MADE OR CUSTOM?

OBJECTION: **THEY COST TOO MUCH!**

QUESTION: DO THEY COST TOO MUCH OR HAVE I NOT DONE A GOOD JOB OF EXPLAINING THEIR VALUE TO YOU?



Garment Presentation Pointers

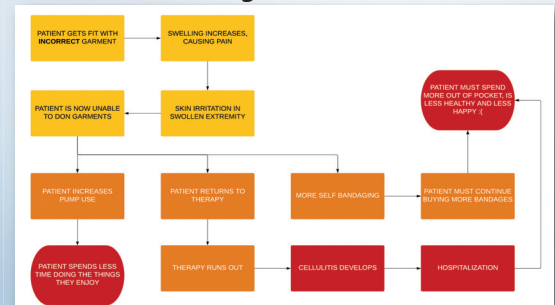
- HAVE YOUR GARMENT SAMPLES READY
- DEMONSTRATE THE PRODUCT
- ASK THEM TO TOUCH AND FEEL THE PRODUCT
COMPARE IT TO A PRODUCT THEY MAY HAVE RECEIVED BEFORE THAT DIDN'T PRODUCE GOOD RESULTS. (EX. CIRCULAR KNIT VS. FLAT KNIT)
- EXPLAIN THE RETURN POLICY AND THE FIT GAURANTEE
- HAVE TESTIMONIALS READY IF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



Phase II and Getting the Correct Garment



Phase II and Getting INCORRECT Garments



Master Summary

PATIENTS WILL BE MORE LIKELY TO SELECT THE CORRECT COMPRESSION GARMENT IF YOU.....

- PREPARE YOURSELF AND BECOME AN EXPERT
- ALIGN YOURSELF WITH AN EXPERIENCED FITTER
- ESTABLISH RAPPORT WITH YOUR PATIENTS
- ASK QUESTIONS AND PROBE FOR SPECIFIC DETAILS ON PAST GARMENTS
- PRESENT WITH CONGRUENCY
- TURN OBJECTIONS INTO QUESTIONS



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