

## Patient Objection Handler

A common format to handle patient objections is the *feel, felt, found method*. This helps patients feel heard and understood, and gives them solutions to alleviate their concerns.

### *Feel*

empathize  
and listen

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*"I know how you feel."*

### *Felt*

relate it to a successful  
situation

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*"I know someone else who  
felt the same way."*

### *Found*

convey the solution to  
their concern

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*"And they found that  
everything worked out great!"*

- You can easily apply this formula to a variety of patient concerns.
- **Remember that objections are a good thing!** It means the patient is engaged and wants to learn more. Listen to their concerns and provide the information they need so they feel comfortable moving forward with treatment.

## Top Patient Objections

### **"I can't commit to coming every day, I'm too busy."**

I understand how you feel, it's a commitment to come for treatment every day. This is a common concern for patients who are considering treatment. It may surprise you to know that not only are most patients able to fit this into their day, but we also find that some patients want to keep coming even after they finish treatment! Many patients feel that coming in daily is a rewarding and uplifting experience. We can work with you to get the right treatment time slot that's most convenient for your schedule.

### **"I can't afford the treatment copays, it's too expensive."**

I understand your concern, and I've worked with many other patients who wondered how they would fit this into their budget. In our practice, we never want finances to get in the way of you getting the treatment you need. Let's discuss some options to cover your out-of-pocket costs and see what will be comfortable for your lifestyle.

### **"The full treatment is too long, and I don't want to come for 6-9 weeks straight."**

I understand your hesitation about the length of treatment, other patients have felt overwhelmed by it initially as well. However, most patients find that the course of treatment goes by faster than they expect. Some patients do not want to stop coming when they get to the end of their treatment because they enjoy the daily routine.

## **“I’m scared of treatment, and it makes me nervous and anxious.”**

I understand it can be scary to think of trying something new, I’ve had some patients who feel anxious on the first day. Most patients find that it’s a lot less intimidating than it feels in the beginning. We’ll do our part to make you comfortable, especially on your first few days as you’re getting accustomed to treatment.

## **“I’m concerned it will be too painful.”**

I understand your worries about discomfort during treatment. We’ve had other patients with the same concern. Most patients find the treatment tolerable, especially after the first 5 days when their body gets accustomed to the sensation. If you’re concerned about discomfort, make sure to discuss that with your provider and s/he might suggest you take an over-the-counter pain medication when you come in for treatment on the first day. There are also several adjustments our clinical team can make if you feel any pain sensations initially, and many patients find that these alleviate their discomfort.

## **“Now is not the best time for me to do this.”**

I understand that the timing isn’t optimal for you right now. When other patients have expressed similar concerns, we’ve worked together to find time in their schedule that works well for them. Let’s talk about some start times in the next few weeks/months that are best for your schedule, so you feel comfortable proceeding with treatment. We’ll make sure you’re authorized with your insurance and ready when it works for you.

## **“I’m worried it won’t work after I spend all this time and money on treatment.”**

I can understand your concern, and other patients have expressed similar worries about the efficacy of treatment. NeuroStar is an adjunctive therapy that works best alongside your other depression treatment regimens. Many patients have a positive outcome to treatment, but not everyone responds. Right now, your depression is not being adequately managed by your current medications/therapy etc. NeuroStar will work in a different way than these other treatments by targeting the source of your depression.

Let me ask you this - what if it *does* work? What will your life be like then?

## **“I need to think about this for a while and do more research.”**

I understand your desire to learn more, and other patients have felt the same as many didn’t know about NeuroStar prior to coming to our office. NeuroStar has been FDA-cleared since 2008 with millions of treatments performed successfully. I’d love to provide you with some resources to assist on your research and follow up with you in 2-3 days to answer any additional questions you may have.

## RESOURCES

- [www.neurostar.com](http://www.neurostar.com)
- NeuroStar Patient Brochure
- NeuroStar Facts vs Myths Brochure
- NeuroStar Consultation Tote Bag

Visit [neurostar.com](http://neurostar.com) for indications for use and safety information.