

Patient Counselling Transformation for Improved Surgical Conversion

Client: Sreedevi Group of Hospitals

Industry: Healthcare

Expertise Provided: Patient Counselling Optimization, Communication Training & Conversion Systems

Challenge

The hospital was experiencing a significant drop-off of surgical patients after outpatient consultations. Many patients were leaving the hospital in the name of seeking second opinions and eventually undergoing treatment at competing hospitals.

A detailed assessment revealed that the patient counselling process lacked:

- Structured communication
- Effective patient education
- Emotional reassurance
- Visual and proof-based explanation tools
- Professional counselling and conversion techniques

Doctors had limited consultation time, resulting in many patient concerns remaining unanswered. As a result, patients lacked confidence and clarity regarding the proposed procedures.

Approach

Our team conducted a comprehensive evaluation of the existing patient counselling workflow. We studied:

- The counselling methodology being followed
- Common patient objections and concerns
- Surgical procedures and patient expectations
- Pricing patterns
- Communication gaps between Counsellor and patients

Based on these findings, we developed a structured patient counselling framework that included:

Key Interventions

- Disease and surgery explanation presentations
- Visual counselling aids for better patient understanding
- Outcome-based proof presentations using previous successful cases
- Transparent pricing communication
- Emotional reassurance and patient trust-building methods
- Training in:
 - Communication skills
 - Patient psychology
 - Presentation techniques

- Ethical conversion strategies
- Relationship-building skills

The patient counsellor was systematically trained to guide patients with clarity, empathy, confidence, and professionalism.

Results

Following the implementation of the new counselling system:

- Surgical conversion rates improved significantly
- Patients demonstrated higher confidence in treatment decisions
- Counselling sessions became more structured and patient-focused
- Patients reported better understanding of procedures and outcomes
- Reduced patient leakage to competing hospitals
- Improved trust between patients and the hospital team

The transformed counsellor became highly effective in converting outpatient consultations into surgical admissions through ethical, evidence-based patient engagement.

Impact

- Increase in overall hospital surgical revenue
- Growth in referral-based patients
- Improved patient satisfaction and confidence
- Stronger hospital reputation and patient retention
- Better alignment between clinical consultation and patient decision-making