

# Care Management "Elevator Speech" Development Sheet



An "elevator speech" is an opportunity to **get your point across in a timely manner. (30-60 seconds)**

## Health Maintenance/ Rising Risk Patient

**Who**

**"EXAMPLES"**

I really think you would benefit from our care management program. I work closely with my RN Care Manager, \_\_\_\_\_. She is wonderful!

**What** (What it offers)

We have had great success with helping patients who are ALSO trying to improve their... Weight, Blood sugars, Blood Pressure, Smoking, Cholesterol, Sleep, Pain, etc.

**When**

She helps patients to tailor goals and appointments for your needs and life.

**Where**

She can work with patients over the phone or here at the office.

**WHY!!** (Benefits)

I believe this would benefit you because...

(Really promote WHY it would benefit, find out what is important to them and expand on that, disease progression)

**Next Steps**

- 1) I would like to bring her in to meet you. She can talk about how she can help you and answer any questions.
2. \_\_\_\_\_ is with another patient right now. I am going to give you this flyer and have you set an appt with her in the next \_\_\_\_ day, week, etc.)

**Closing**

I really think you will enjoy and benefit from working with her.

**High Risk/Chronic Condition Patient**

**Who**

**“EXAMPLES”**

I really think you would benefit from our care management program. I work closely with my RN Care Manager, \_\_\_\_\_. She is basically an extension of me.

**What** (What it offers)

We have had great success with helping patients to manage symptoms, manage their condition, improve activity tolerance, avoid being hospitalized, etc.

**When**

She helps patients to tailor goals and appointments for your individual needs and life.

**Where**

She can work with patients over the phone or here at the office.

**WHY!!** (Benefits)

I believe this would benefit you because...

Your symptoms have worsened over the last....

Your medication regimen is complicated

She can devote additional time for you and update me

**Next Steps**

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**Closing**

I really think you will benefit from working with her.