

# Initial Inquiry for Clinician

## PURPOSE

1. Welcome patient to our clinic.
2. Inspire confidence in and excitement about working with our clinic.
3. Establish credibility and qualifications of our staff clinicians.
4. Reassure prospective patients that are interested in our approach that they will get the “Chris Kresser experience” if they work with one of his trained clinicians.
5. Establish minimum requirements for working with our clinicians.
6. Collect basic patient information necessary for establishing them as a new patient.
7. Inform patient of next steps.

Make it **easy** and **enjoyable** to sign up and establish a positive first impression (in alignment with our goal of providing a first-class, high-touch patient experience).

## PROCEDURE

1. Patient watches **Video on the Wufoo Application**, which covers #1-3 above.
2. Patient checks boxes confirming that they meet minimum requirements to become a patient.
3. Patient fills out Initial Inquiry Wufoo form.
4. Patient submits form.
5. Patient is automatically added to both the Patient Groups Tool in MailChimp and the **Onboarding AR Outline**.
6. Proceed to **Onboarding Initial Inquiry Follow-Up**.