Find their word.

The One Word Exercise for concierge & DPC practices

Ask five members to describe you the way they would to a friend. Build on the word they share.

01 **Ask five members.**

Have each one describe the practice the way they would to a friend.

Members asked: _____

Words they used: _____

_____

Write their words, not a summary. Feelings and situations count more than features.

02 **Circle the heaviest word.**

The one that came up more than once and carries the most feeling.

The word: _____

What it means to them: _____

"She actually calls you back." "He actually listens." That's how members talk about a doctor.

03 **Hold it against your homepage.**

Read your first screen. Count how often their word appears.

Times it appears: _____ Our word instead: _____

Every door says "more time with your doctor." Their word is how they tell yours apart.

04 **Build the sentence on it.**

Their word, what stops happening, and the next step.

Our sentence: _____

_____

Say what stops happening: the wait, the six calls, the stranger on the portal. That's what they left.

05 **Set the standard.**

Their word leads the homepage, the greeting and the fee sentence.
Five members are asked again every year.
When their word changes, ours does.

Give your members the sentence. Make it true.

Our word: _____

Who asks the five: _____ Asked by: _____