

Content for Health Care Provider (HCP) Testimonial Prompts

Introduction

Peer-to-peer influence can be a strong motivator for encouraging HCPs to recommend their patients to your program. If you know of HCPs who are already recommending eligible patients to **[Enter Your Organization/Program name]**, use these prompts to collect information to share with other prospective HCPs. Replace yellow highlighted text with information specific to your program.

Sample HCP Testimonial Prompts

Health care providers are vital to helping patients prevent or delay the onset of type 2 diabetes through testing for prediabetes. How do these conditions affect your patients?

Collect HCP feedback on how type 2 diabetes and prediabetes affect the patients they see in their practice and how HCPs can help prevent the conditions.

What made you decide to recommend your patients to the **[Enter Your Organization/Program name]?**

Remember that HCPs like to know and learn about what colleagues in their communities are doing. Collect feedback on the information that helped this HCP make the decision to recommend the patient to your program. Was it the structure of the program? Was it the evidence of success? Was it patient outcomes and testimonials? These findings will help you pinpoint what's really resonating with HCPs in your community.

What response have you received from your patients?

Ask the HCPs you are working with if they have any feedback from their patients. Are they finding your lifestyle change intervention supportive? Do they appreciate the expertise of a trained lifestyle coach? During research with HCPs, we learned it was important for them to feel informed about their patients' experience and progress, so sharing these points will help illustrate the enhanced provider-patient relationship.

Since becoming aware of **[Enter Your Organization/Program name], have you discussed it with any colleagues?**

Peer-to-peer communication is a strong endorsement and the whole point of collecting testimonials.

What advice would you give to a colleague who may be considering recommending a patient to **[Enter Your Organization/Program name]?**

This might be the most crucial information to capture. This is a chance for you to share an example of how an HCP weighed the decision and ultimately decided to recommend their patient. This information can help persuade other HCPs to recommend your lifestyle change intervention to their patients.

