

# Follow-Through 101



Described below is an email that I wrote to my team that highlights the type of attention that WellNet pays to our customers. All of them. It's real. It's important. It's real important to us. Confirmation, acknowledgment, setting expectations. Follow-through 101.

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**From:** Keith Lemer <[klemer@wellnet.com](mailto:klemer@wellnet.com)>

**Date:** March 20, 2015 at 11:32:32 AM EDT

**To:** WellNet\_Healthcare\_All

**Subject:** Favorable Feedback from one of our Broker Partners. IMPORTANT.

WellNet Team,

- I received some very favorable feedback last night from one of our newest, broker partners, Glenn Cassity of Benefit Concepts in Houston that I wanted to share with everyone.
- Background: In my dealings with Glenn the past several months, I have always provided him a date that I will respond/get back to him by...whether it's on the phone or in an email (and regardless if the response is for "an hour, a day or a few days.") For those of you that have known me long enough, I do my best to set deliverable expectations with everyone.
- At the end of my conversation with Glenn, I closed with, "I'll get back to you by or before Monday on that."...to which he stopped me and said:
  - *I don't give compliments easy*
  - *I can't tell you how much I appreciate when you, or John or Kathy or others at WellNet include that little item of when I'm going to hear back from you*
  - *No one, or (rarely)- whether it's a carrier or other people in business ever relay this type of closure/confirmation/response time...in essence, setting expectations.*
  - *I know you are your team are busy. But what I like and I don't think it's just me...I want to be acknowledged. Let me know you saw my request. Let me know you heard me. I'm not expecting a response immediately. I just want to know it's being looked into/resolved.*
- Issues, large and small...for customer, brokers, partners, co-workers...if you're doing what Glenn has described already...**Thank you!** It sounds like this skill-set is woven into your fabric. Excellent. And if by chance it's none of the time or some of the time... please work this into your daily routine.
- I assure you, those that you work with will all notice the difference. They will appreciate and they will let others know which will only strengthen our reputation as a High-Touch/ Follow-Through Organization. As WellNet plays in an uber-competitive healthcare space...service, attention, response is more than half the battle.
- Lastly, should you set a deliverable expectation and you are certain that it won't be met for items beyond your control, everyone understands. HOWEVER, they only understand, when you proactively relay to them in advance a new date of deliverable, (vs the date passing, not saying a word, and responding 1, 2, 3 days later.) Proactive outreach is common courtesy...professionally or personally.

I appreciate you keeping up the great work, OR 'pivoting' to refine your current process and all of our customer's expectations.

-Keith  
301-996-1500 mobile

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