

FOA Office Hours: Phone Call Scripts & Phone Skills Webinar with Patient Prism

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PHONE SKILLS: IT STARTS AT THE FRONT DOOR



Let's kick things off--

We're going to review a few calls that address trending patient questions and reasons not booked, including:

"I'm an existing patient, why is it so hard to make an appointment?"

"Can you accommodate my personal life and schedule?"

"Dental care doesn't matter"

"That appointment isn't soon enough"

“CAN YOU ACCOMMODATE MY PERSONAL LIFE AND SCHEDULE?”

Navigating a patient's busy schedule can be challenging, but if done right it's more likely to result in a booked appointment.

- Patient has strict work schedule/no PTO and can not afford to take time off
- Patient has children with their own busy school and sports schedules

Let's review a call!

“DENTAL CARE DOES NOT MATTER”

Being prepared with the right answers can make all the difference during patient phone calls. Empathy is key when speaking with skeptical or emotional patients.

- Patient believes dental care is solely for vanity
- Patient Had Bad Experience with Previous Dentist and/or has Dental Anxiety

Let's review a call!

“THAT APPOINTMENT IS NOT SOON ENOUGH, I’M GOING TO CALL AROUND”

Background factors often play a role in booking an appointment.
Knowing these factors can allow you to jump in front of the
problem and have solutions ready.

-Examples include being down a hygienist or operating with a small
team in general or a marketing promotion bringing in a great deal of
new patients

Let’s review a call!

“I’M AN EXISTING PATIENT, WHY IS IT SO HARD TO MAKE AN APPOINTMENT?”

We at Patient Prism witness clients prioritizing new patient calls, and understandably so, but there has to be a balance achieved. A lack of balance leads to frustrated existing patients and low retention rates.

Securing a new patient opportunity is a win, but we want to keep them around!

-A Phone tree (Press 1 for NP, Press 2 for Existing) has its pros and cons

Let’s review a call!



Something to Think About--



In the month of February, we tracked **16,267 Cancellation calls** in our system. While some cancellations are unavoidable and out of your control, providing the best patient experience possible can help build loyalty.

If a patient is calling attempting to cancel their appointment, try kindly informing them it's a good idea to reschedule now, as the books are filling up quickly due to local popularity.

TRIVIA TIME!



IT'S TIME FOR SOME TRIVIA!

According to our system, in February 2024, what was
the **most common** reason for a patient not scheduling
an appointment?

IT'S TIME FOR SOME TRIVIA!

AND THE ANSWER IS...

In February 2024, the most common reason for a patient not scheduling an appointment was **Insurance**.

This could mean the patient's plan was not accepted at the office, or they're unsure of the plan they have and the person they're speaking to cannot answer their questions.

IT'S TIME FOR SOME TRIVIA!

What is the number one thing that an **upset or skeptical patient** **needs** from the person they're speaking to on the phone?

IT'S TIME FOR SOME TRIVIA!

AND THE ANSWER IS...

What is the number one thing that an upset or skeptical patient needs from the person they're speaking to on the phone?

The answer? **Empathy.**

Bonus points if you're also taking the opportunity to educate the caller!

IT'S TIME FOR SOME TRIVIA!

Across all of Patient Prism's clients, what was the **most common**
New Patient Referral Source in February of 2024?

IT'S TIME FOR SOME TRIVIA!

AND THE ANSWER IS...

Across all of Patient Prism's clients, the most common New Patient Referral Source in February of 2024 was Google Ads, with Organic sources coming in second.

Inquiring about a new patient's referral source allows you to gain valuable insight on the success of current marketing and/or referral campaigns.



What It Boils Down To

- The Team, is the beginning of the patient journey. Reminding the team of their impact and importance while providing feedback and variety can improve phone skills, booking rates, and retention. Celebrate them!
- Staying informed on background factors that affect the patient experience and jumping in front of the problem allows you to speak to patients with confidence while providing solutions.



Thank you for joining!

Let's stay in touch.



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