

Five Star Phone Call



Was the team member:

- Friendly
- Engaging
- Smiling while talking to the patient
- Conversational

TONE:



Did the team member:

- Ask how the patient heard about the office
- Edify the practice
- Say the Doctor's name
- Avoid words with negative connotation
 - (*cancellation, no, I don't know, etc*)

POSITIVE VERBIAGE:



Did the team member:

- Ask for the patient's name
- Provide empathy for the patient's concern
- Lead the call in a natural, conversational way
- Find common ground

RAPPORT:



Did the team member:

- Ask the patient if they're having pain
- Use a dual alternative close to offer next two available appointments
- Avoid using phrases that create barriers to urgency
 - (*We're booked out until..., Our schedule is totally full*)

URGENCY:



Did the team member:

- Redirect the "Bait Question"
- Ask questions in order to control the call
 - "What makes you think you need a _____?"
- Take the focus off of cost and bring it back to the value the office can provide

CONTROL:

