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10 Proven Phone Methods to Elevate Your Practice's Growth

1

Identify Yourself & Gather Essential Details:
When answering calls, introduce yourself, ask for the caller's name, note a reliable callback number and a referral source.

2

Redirect the Bait Questions:
Gather more information and start building rapport by digging deep into the caller's WHY. Make this about the caller and show empathy if they're in pain. Use this information to help lead them to schedule their appointment.

3

Know Your Next Available Appt Time:
Knowing your next available appointment times before picking up the call will significantly reduce having to put the caller on hold to check for an available date and time.

4

Never Place the Caller on Hold:
If you must place them on hold, ask the caller's permission before placing them on hold. If it exceeds a minute, update them to maintain positive sentiment.

5

Edifying Your Team and Practice:
Highlight the unique qualities of your dentists and practice to build trust and credibility with patients.

6

Focus on Booking an Appointment:
The primary goal of each call is to book an appointment. Use a dual alternative close to lead callers into scheduling. "We'd love to see you today at 3:00 or tomorrow at 10:00. Which do you prefer?"

7

Verify Insurance Details:
Collect insurance information. If you're uncertain about the coverage, offer to confirm it. For those without insurance, suggest New Patient Specials, Dental Discount Plans or Financing options.

8

Offer a Follow-Up Call:
If the caller does not book an appointment, avoid the patient committing to calling back. Address any hesitation to set an appointment, and offer a follow-up call to see if they're ready to schedule.

9

Confirm the Appointment:
Read back the scheduled appointment date and time and ask if they need a reminder.

10

Thank Them For Calling & Ask a Favor:
Take the time before ending the call to show appreciation for the patient calling your office and that you're looking forward to meeting them soon. To avoid no-shows, ask them the favor of letting you know 48 hours in advance if they need to reschedule.