

Say This, Not That

How to Turn More Callers into New Patients



Learn how to overcome common concerns callers have about insurance, scheduling, cost and other obstacles that keep people from getting the dental care they need.



Do You Take My Insurance?

249 million Americans have some type of **dental benefits** so it's not surprising they want to use them! Being out-of-network just means you do not have a negotiated fee schedule with that dental benefits provider. You can still see the patient and you can still file a claim on behalf of the patient.



SAY THIS

"We have a lot of patients with that type of insurance and we will file the claim for you."

"Let me call your insurance company to confirm how your specific plan will work in our practice."

"We never want there to be any surprises and if your plan doesn't cover as much as you expect, we have some financing options that can fill in the gap."

"Let's go ahead and get you scheduled and I'll follow up with your insurance company."

"The important thing is to get you the dental care you called us about today."

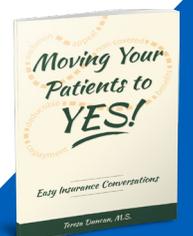


NOT...



Recommended Resource

Moving Your Patients to YES!
Teresa Duncan, M.S.





How Much Will It Cost?



SAY THIS

“That’s a common question and we understand that you want to make sure you can fit the cost of the dental care you need into your budget.”

“When you come in for your appointment, the doctor will see what you need to fix the problem that you called us about today.”

“Our goal is to always provide high-quality care at an affordable cost and you’ll find that our prices are right in line with other dentists in this area.”

“Once we see what you need, we can talk about all of your options for treatment and the best way to fit any costs not covered by insurance into your family budget.”

“A lot of people prefer a monthly payment plan. We offer (CareCredit, in-house financing, etc).”



NOT...



Do You Have Anything Sooner?



SAY THIS

“I wish we had something earlier. Let’s schedule your appointment for the date we have available and I promise I will call you if we have another time open up.”

“You’re going to love Dr. Smith and our entire team. We’re known for the high quality of care we provide, and that’s why we don’t have any openings right now.”

“I promise that Dr. Smith is worth the wait.”



NOT...



TIP

Determine when your doctor will adjust the schedule to accommodate high-value services.



Can I Call You Back?



SAY THIS

"I'm really glad you called us today to let us know about the problem you have."

"We'd like to take care of it so you feel better and will be able to (name benefit)."

"Do you have any other questions or concerns that I can answer for you while we're on the phone right now?"

"Of course, and I'd be happy to follow up with you in a few days, too. What is the best number to reach you?"



NOT...



Turn More Callers Into Booked Appointments

Patient Prism answers four questions that every dental practice owner has:

- How are potential patients finding you?
- What services are they requesting on the phone?
- What is the revenue opportunity associated with those services?
- Did they book - and if not, why not?

But most importantly, Patient Prism then sends the information back to your team within an hour - and includes coaching tips so your team can call back those people that didn't book and convert them on the second try.

Best of all, your team doesn't have to listen to the recorded phone calls. Who has time? That's why our team analyzes the calls for you and provides rapid, actionable data with results you can easily see.



For more information, call Patient Prism at **800-381-3638** or visit us online at **www.PatientPrism.com**

We bridge the gap between your dental marketing and patient conversion.