THE WEALTHY DENTIST UNIVERSITY

Creating a Front Desk Marketing Machine – Part 2

Welcome, I'm Jim Du Molin, Editor of TheWealthyDentist.com, and this is Part 2 of a series on how to create a Front Desk Marketing Machine in your practice. Part 2 is about new patient phone scripts, so let's take a close look at what we've got.

We start with an Emergency Examination Telephone Control Slip. Now I know a lot of you on computer would like to immediately put all that information in but a lot of times when you're talking on the phone with a new patient, it's easier just to grab a phone slip and get the initial data for that patient.

Now if you like you can download a sample of this from TheWealthyDentist.com on the page where you brought this download in.

Starting off, we always start with a smile. Put a smile on your face before picking up the phone. I can't stress this enough. We talked about this in the Phase 1 of this program, but it's really, really important because it's how you present yourself. It'll change your whole attitude towards that patient.

Take a deep breath, slow down and grab your Telephone Control Slip. Now you're ready to answer that phone.

Sample greeting: "Good afternoon, Dr. Johnson's office. This is Mary. How may I help you?"

Pretty straightforward. Determine who's calling. "Mr. Klausouski, could you please spell your last name for me?"

OK. You want to make sure it's spelled out and you've got it written down how it's pronounced on your phone slip. It's very important that you do this because you want to always repeat the person's name back for them and try to get it as close to correct as possible.

You also want to get the referral source because TheWealthyDentist.com is a marketing company and we talk about all management issues relevant to marketing. It's important that you know the source of how these people found you. So you just ask them, "How did you learn about our office?"

And the second way, the thing that you can do on this is, "Did you hear about us from any other sources?" so you've got a primary and a secondary source. Reason for the call. "The reason for your call today is?" Pretty straightforward.

Here is a quick sample of your Telephone Control Slip. You've got your date, the time, and who the call was taken by so in case you have to refer back to this you know who to talk to if you've got multiple people at your front desk.

You've got the patient's name. You've got how it's pronounced phonetically. You marked it down automatically if it was an adult or a child, and if it was a child, you always make sure that you've got the child's age so that you can be prepared for it.

The referral source and the reason for the call: Was it an initial exam, an emergency sedation, other? You can customize this any way that you want.

When you download the slip from us, it's in a Microsoft Word format and you can edit it any way in particular that you want.

The next thing that we want to do is we want to know the date of the last dental visit so that we can get that information. "When did you last see your previous doctor? We have to deal with radiographs or x-rays taken within the last year that you'd like to request." Pretty straightforward.

If this patient is a new patient, you have to know who their previous doctor is. So you just ask, "Who is your previous doctor? May I have the phone number?" Or,

"Where is he/she located?" Very straightforward. Ask any way that you want to make sure you get that information.

You always want to make sure you get their chief concern even if they're just coming in for a routine exam, cleaning, etc. You want to make sure that they, if they have any concerns, that you've got it marked down and you're going to cover them in your visit. "Is there anything in particular that you would like Dr. Right Thinker to discuss with you?"

If this is an emergency patient: "What can you tell me about your pain? Or problem?" And very important, ask them this question, and then listen carefully and then mark it on a slip. Let them talk. Don't be impatient. And listen, and mark down what they're saying. It's very, very important that you listen. And don't push them and don't interrupt them.

Now, financial arrangements policy. You want to continue to gather the information so I'd say, "I need to get just a bit more information from you."

Let's take the dental insurance question: "Will you be using any dental insurance to help you with the cost of your treatment?"

If they have dental insurance you say, "Great. Let me share with you how we work with your insurance reimbursement in our office."

I really don't care what your policy is. It's irrelevant at this time but you want to make sure that you share whatever it is with them if you have a particular policy. You can handle this any way that you want.

Now if they don't have dental insurance you say that's fine, you move on and do financial arrangements.

"The fee for your comprehensive exam and full series of radiographs will be 'X'. Or the fee for your emergency visit and radiographs will be 'X'. We ask all our patients that join our practice to take care of these fees in full at the time of visit. We accept cash, check, VISA and MasterCard."

Now once again, I'm not going to dictate your financial arrangements policy. You're going to settle that between yourselves as a team with the doctor. We actually have a full training program, it's quite extensive, on financial arrangements, step by step, with scripts and everything so that you get maximum case acceptance. You use financial arrangements as a marketing tool. But you want to be clear about the money, whenever possible. And if it's a new patient you want to tell them how much it's going to be so they're not surprised and, what they're going to have to pay. Give them an estimate. And that you accept cash, check, VISA or MasterCard. If you don't want someone to come in and assume that you're going to automatically bill them, especially if they don't have insurance. So you want to work through these discussions in advance so that you have a really good flow to your conversations.

Now you know who your doctor and hygienist are depending on who's going to see who first. So you want to build them up in the eyes of the patient: "You're really going to like and enjoy Dr. Right Thinker and the rest of our great team!" "He's a great doctor and our patients really like him."

Depending on what the issue is with this person coming in, reaffirm that they've made a good choice in picking your practice for their dentistry. I can't stress this enough. They're apprehensive and you've just said, "Hey, we've got a great team. The doctor is really expert in this area of care. You're going to really like him. Again, my name is Sharon, and I look forward to meeting you on Tuesday, September 23rd at 9 a.m. If you should have any questions before, be sure to give me a call. I'll take good care of you."

What this does is it repeats your name, you're their contact, you've confirmed the day and the time, and if you have any questions beforehand you want to make sure they call you beforehand to do so, and you're going to be glad to take good care of them.

Remember to let the patient hang up first. And take notes. These are the critical steps in this relationship. It's polite to let them hang up first. And review your notes. Then you can put it in the computer and get it all down the way you want it.

I'm Jim Du Molin, Editor in Chief of TheWealthyDentist.com, and this ends our Phase 2 of this program. If you go back to your download page you'll find Part 3, *Knowing How to Organize Your Team for Profitability*.

Thank you again. I look forward to meeting you and your team in Phase 3 of this training.