

Phone Script with Screening

Always speak slowly and clearly with enthusiasm in your voice.

1. Perfect Greeting – Dr. Sheldon, Sheldon and Furtado’s office, this is _____, How may I help you?

2. Questions answered briefly. **If asked

- **How much is a new patient exam? Transition with**

- We are running a special for \$79 which includes a comprehensive exam, any x-rays and CT Scan that would be needed for the doctors to determine the best treatment plan for you.
- May I ask who I am speaking with?
- (Name), how did you hear about our office?
- What is it you need to see the doctor for?

2. Questions answered briefly. **If asked

- **How much does x cost? Transition with**

- Tell me what it is you have going on?
- Have you seen a dentist recently who has told you that you need this treatment?
- Are you in any pain?
- What is it that you are looking for?
- How did you hear about us?
- We have 2 financing companies that a lot of our patients use while to provide comfortable payments
- Treatment in this office can be anywhere from \$5000 - \$25,000 depending on what you need. Tell me a bit about what you have going on so I can try to give you the best quote possible.
- You're going to find that fees for implants or perio treatment are pretty similar no matter where you go. For a savings of a few dollars, it’s not something you should price shop for. You need to shop according to things like: are they a specialist or just a GD, do they guarantee their work, how does the office make you feel, their standard of care and maybe how long have they been doing implants?

- **Do you take insurance?**

- We are not on any providers list but we are happy to file the paperwork for you to submit for reimbursement, what do you have going on?
- We are not on any insurance plans, but that does not mean you cannot use us, it is something where you would pay up front and get reimbursed by your insurance company, this just allows you to have more options and see specialists, what do you have going on?
 - We have 2 financing companies that a lot of our patients use while waiting for insurance reimbursement.
 - We are very proud to not be on a provider's list. Providers limit the type of work that we can do.

3. Be sure you are talking up your doctors, your team, the practice and the value on the treatment they desire before you start screening. This is typically done as you are answering the above questions:

- “Well, you have called the right place. We are the leaders in dental implants in Brevard County, our doctors are truly the best. We have 2 periodontists and one restorative dentist and do everything under one roof!
- Another great thing about this practice is this team will make you feel so welcomed and so comfortable. They listen to your needs and take the time needed to plan the best options possible
- We are the only practice that will guarantee your work. We will make sure you are happy and satisfied or we will keep going until you are! Your investment is well spent here.
- We just have a higher standard of care, and you will see that right when you walk in the door. Our entire staff is hand-picked and trained to give you the best experience and the best results you can find. Our patients enjoy coming to the dental office.

Screening:

- Before I get you scheduled for this appointment, let me get a little more information from you:
 - How long has it been since your last dental visit * trying to see if the patient's view is accurate on how much treatment may be needed
 - Are you in any pain?
 - Tell me a little bit about what you want and need: for example, do you have any missing or loose teeth? Cavities, broken teeth?
 - Are you wearing any dentures or partials?
 - How are your chewing capabilities? How do you like your smile?
 - What are your dental goals? What is it that you want?
 - Give a quote: It looks to me that you are looking for some stabilization for those dentures (now talk up snaps), that can be anywhere between \$10,000 and \$18,000, have you saved up some money for this or are you looking at doing financing so you can make payments?
 - Lots of patients use dental financing, let's see how much I can get you qualified for, this way, you know exactly what treatment options you can afford and which ones you can't
 - Not qualified for Care Credit or only received a very small amount
 - Do you have any other way to pay for dental treatment, do you have any investments, retirement or any credit cards?
 - Do you have any family that could help you out?
 - How about equity in your home?
- ***** If they do not have any way to pay for treatment, refer out.

- **Closing:**

- (Name) we have you all set for an appointment on (date). I just need to get a little bit of information from you:
 - Full name (Confirm spelling)
 - The best phone number for you to be reached
 - Address
- We are running a special right now. Our NP exam is \$79 and this includes everything; the CT, the full series or x-rays, the exam, and all your options.
- In addition, Dr. Sheldon likes to speak to his new patients on the phone prior to their appointment. Would you be available to speak to him on (date)? We will send you your paperwork in the mail and we look forward to seeing you on (appointment time and date). Have a great day!

- **Alternative close for Charitable Giving Campaign:**

- (Name) we have you all set for an appointment on (date). I just need to get a little bit of information from you:
 - Full name
 - The best phone number to be reached
 - Address
- Because you were referred by _____ the fee for the full exam and x-rays is a donation of \$50 to one of our affiliated charities in lieu of the \$224 fee. We will give you a list to choose from when you come in for your appointment.
- Dr. Sheldon likes to speak to his new patients on the phone prior to their appointment. Would you be available to speak to him on (date)? We will send you your paperwork in the mail and we look forward to seeing you on (appointment time and date). Have a great day!

5. Dual Alternative Close: Would you prefer to come in on _____ or _____.
Would you prefer afternoon or early morning?

End of call – repeat back day and time of appointment and directions. Please give me a call if for some reason you are unable to keep this appointment.

If you do not schedule – Collect Data: Offer to send book, get name address and number so you can follow up and make sure they are taken care of. Place in follow-up system to send additional literature and to put on monthly newsletter list. Contact later, if appropriate.