

Have Them at *Hello*

Top 10 telephone tips for new patient calls. A practical phone conversion guide for dental teams.

Use these proven phone principles to help your team turn more new patient calls into scheduled appointments.

Part of the Patient Experience Standard

These ten tips live inside the first moment a patient feels: Heard. See where your practice stands at mangovoice.com/patientexperiencestandard

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1

HAVE THEM AT HELLO

Being professional doesn't mean you have to sound cold. Actually, quite the opposite. Make sure your initial telephone greeting sounds upbeat, friendly, and professional, and always identify the practice and yourself.

3

KNOW WHERE YOU'RE GOING

Determine, in advance, the solutions you have to offer a prospective new patient. For example: a comprehensive exam, emergency exam, and a complimentary meet and greet consultation. Be sure you know which solution is best to offer in different situations.

5

DON'T LET THE COMPUTER BE YOUR GUIDE

What you want to know and what the computer screen wants to know are two different things. Who cares what the social security number is if they don't have insurance and they don't make an appointment? Save these detail questions for the end of the call.

7

IT'S NOT THE PATIENT'S JOB TO SELL THEMSELVES ON YOU

You have to sell them on you. Make sure you know what is exceptional about your dentist, practice, team, facility, technology, expertise, or specialty. Then select the attributes which directly relate to the needs you discovered and sell those to them. Show them why you are a perfect match.

9

GIVE GREAT DIRECTIONS

Help your patient get to the appointment on time. Type up great directions including exact mileage from freeways and easy-to-spot landmarks, and tape them by your phone. Include a great map in your welcome package and on your website.

2

MAKE A CONNECTION RIGHT AWAY

Get the patient's name at the beginning of the call and look for a way to make a personal connection, build rapport, express empathy, and let them know you see them as a person, not just a set of teeth or a dollar bill.

4

GRAB CONTROL QUICK

Asking questions puts you in the driver's seat of the call. No matter what they ask for at the beginning, say something like: *I'd love to help you with that, Mrs. Campbell. I want to be sure I give you the right information, so would you mind if I asked you a few questions first?* Now you can begin to determine the real needs and the appropriate solutions to offer.

6

ASK INTELLIGENT QUESTIONS

Your initial questions should focus on determining what's driving their call. Ask about any discomfort, cosmetic concerns, time constraints, and anything else that helps you create a sense of urgency and determine the appropriate solution to offer the patient.

8

BE READY WITH TWO APPOINTMENT OFFERINGS

Know, at all times, the next two new patient appointment opportunities. Never ask, *so would you like to go ahead and schedule that?* Always roll right into, *and Dr. Martin could see you for that appointment either Wednesday at 11:00 or Thursday at 2:00. Which of those might work best for your schedule?*

10

LET ME HEAR YOU SMILE

The patient can't see you, but you are creating a snapshot photo in their mind that becomes more and more vivid with every word you speak. Make sure, with your enthusiasm, energy, helpfulness, confidence, and attitude of service, that you help them paint the most brilliant picture of all.