



New Patient Phone Call

*'Without **caring**, there can be no quality'- Joel Barker*

*'People will forget what you said. They will forget what you did. But they will never forget how you made them **feel**' – Maya Angelou*

- **SMILE**- when you smile, you deliver a great message of joy and compassion.
- It's a **great** day at Wellness Choice. This is Kate and I **can** help you...
- The phone call with the new patient **must** always be guided to an appointment time/day.
- Use words and phrases such as phenomenal, outstanding, amazing, life changing, it's my pleasure, I'm happy to, certainly, assist, absolutely, delighted, yes (not ya), etc...
- Once you have their names, **always** call them by their first name.
- The **first impression** is most important one. Use your tone, body language, smile and positive intentions to make it impressive.
- Have **intention** with each word, comment, and thought.
- Always compliment the source of referral and compliment the doctor when possible.
- You **MUST** know that the person calling may not be living a life that is positive, and this may be their chance to heal. **Take responsibility.**

The priority is to get the patient on the schedule and answer their questions with care and put them at ease with their concerns. Come from a place of love and compassion and **KNOW** that they wouldn't be calling your office if they weren't suffering and looking for a solution.

To Schedule A Regular Patient:

When a regular patient calls in to schedule, you may not know if they are a current patient or if they are a new patient. Eventually you will get to know most people/names, but until then, use this system:

Front Desk: "It's a great day at Wellness Choice. This is Katie I can help you."

Existing Patient: "I'd like to make an appointment with the doctor"/"I'd like to come in to see Dr. Nona."

Front Desk: "Great! Have you seen the doctor before?"

Existing Patient: "Yes. Quite a few times."



Front Desk: “Okay, wonderful, what’s your name?”

Existing Patient: “Jim R.”

Proceed to schedule Jim R. for an appointment

Front Desk: “Okay, Jim, you’re all set for Tuesday at 5:30 pm. My name is Kate, and I’m looking forward to meeting you when you come in to see Dr. Nona!”

To Schedule A New Patient:

New Patient: “I’d like to make an appointment with the doctor”

Front Desk: “Great, what is your name and how did you hear about us?”

New Patient: “I was referred by Jim, and my name is Sarah”

Front Desk: “Jim is a PHENOMENAL patient. He has received AMAZING and LIFE CHANGING results here and he refers a ton of people to us. Sarah, you’re going to love Dr. Nona as well. **Hopefully** the doctor can help you too. Are mornings or afternoons better for you?”

New Patient: “afternoon”

Front Desk: “We only have a 3 or 515. Which one would you prefer?”

- Always schedule that day if possible, if not, the sooner the better
- Always build value for the appointment. “We **only** have a 3pm or 515.” Or “I have a 5pm that **just** opened up”
- Always compliment the source of referral (even if it’s the yellow pages), tell them that a lot of people in the **community** find us through our website/yellow pages/ networking groups/etc.
- Always ask if morning or afternoon works to be able to accommodate them better with what we have available. With this question, you are narrowing down what you will offer to them.
- Compliment the doctor when you can. For example if the patient says I read one of her articles, you can say, she’s continually **invited** to write articles for various magazines. If the patient mentions her condition “I have really bad back pain” ALWAYS follow it up by saying “Dr. Nona sees/helps a lot of patients with back pain, **hopefully** she can help you too”



- Always attempt to get the patients insurance over the phone, and let them know “we do a **complimentary** verification of insurance to save you time. I’ll be **more** than happy to do it”

- **NEVER** go over insurance benefits with patients. You can say “we WILL have the information here when you come in the doctor will go over it with you.”

New Patient: Do you take my insurance?

Front Desk: We **work with** most insurances, let me get that information from you so I can run a complimentary insurance verification for you and we’ll have that ready when you arrive.

Front Desk: Look forward to meeting you. Thank you and have a great day.

New Patient: How much is it for a consultation/an adjustment/ a visit?

Front Desk: There is no charge for consultation. The doctor will sit down with you and talk about your condition and **if** your condition is something she can help with, she will let you know at that time. I’ve got a 3pm this afternoon; I can get you in for a complimentary consultation.

If the patient continues to ask more questions about how much it would cost for treatment or an adjustment, repeat your sentence, there is no charge for the consultation. The doctor will sit down with you and discuss **before** any services are provided.

Repeat this three times. If the patients continue to ask for price, and the fourth time, get the doctor on the phone with them.

Make sure the doctor knows their objection, before you hand the phone to her.

New Patient: What does my insurance cover?

Front Desk: It will depend on your insurance plan and coverage. I’d be more than happy to run a complimentary insurance verification for you in order to get your coverage. (Go ahead and get insurance information). We offer a complimentary consultation, let’s get you on the schedule and in the meantime I will get your insurance coverage and the doctor will go over all of that information with you.

If the patient is hesitant, you can let them know that there “will be no charge for the consultation and that once the doctor sits down with you and talk about your condition and **if** your condition is something she can help with, she will let you know at that time before any services are rendered.”



New Patient: I really need to know my insurance coverage before I make the appointment. (After you have explained the consultation is complimentary.)

Front Desk: No problem. I'll be more than happy to run a complimentary verification for you. It will take me sometime, but I can call you back.

Check patient's coverage and call them back with their coverage and ask them again if they would like a complimentary consultation. It's best at this point for the doctor to call the patient back. This will rarely be the case.

New Patient: Are you in network with my insurance?

Font Desk: No we are not in network with your insurance. We offer cash plan discounts. What we do here is very different and unique than other chiropractors and most of our patients are cash patients. We do offer a complimentary consultation. A lot of plans have the same in and out of network coverage. I'll be more than happy to run a complimentary verification for you and see what's covered?

(After you get the information and if the patient seems open to scheduling a complimentary consultation). Would you like me to schedule a complimentary new patient consultation and see if the doctor can help you? She will go over your coverage at that point.

New Patient: I know what I have and I just want an adjustment. Can she adjust me when I come in? How much is just an adjustment?

Front Desk: (if it seems they don't want an evaluation) It is illegal for the doctor to treat you without a consultation/without examining your condition. I can schedule you for a complimentary consultation and I'll put in the notes that you would like an adjustment. She typically doesn't do that, but I'll certainly make a note of it.



Front Desk: (if it seems they want an adjustment) I'll put in the notes that you would like an adjustment. She typically doesn't do that, but I'll certainly make a note of it. I've seen her do it and I will let her know.

New Patient: I don't want any x-rays.

Front Desk: I will let the doctor know.
