



UNSCHEDULED TREATMENT

If you didn't get your patient's attention and agreement while in the practice, your chances of getting them scheduled go down dramatically but, you still need to attempt to get them scheduled. If you do not, the patient can start to wonder how important the treatment really is. Even if they do not schedule, by following up with the patient, the unscheduled treatment will be in their mind when they come for their re-care.

The first step. If the patient cannot schedule, for example, because the patient needs to review finances with their spouse, whoever did the consult needs to get the patient's agreement to follow up with a call the next day if at all possible. Get a specific time and the phone number the patient can be reached at.

In the situation where the patient needs to talk to a spouse but, after doing so, the patient still does not schedule, suggest to the patient that the spouse come in so that the treatment plan can be explained and why the sooner the patient does the treatment, the better. Honest urgency needs to be communicated.

FURTHER FOLLOW UP

The second step. Follow up again by phone ten days after the patient was presented treatment.

The third step. After that, if the patient still has not scheduled, follow up with a mix of emails, texts, postcards and up to three phone calls over a period of six months. After six months, they go onto your reactivation protocol which should be done every 3-4 months.

AUTO REMINDERS

Auto reminders will work well for many patients but, a personal touch in phone calls, texts and emails is recommended for some patients.

If you do not want to do personalized communication for all patients you can separate out which of your patients can get generic reminders and which patients should get personalized reminders. Many use **Infusionsoft** which will divide patients into two categories: “High Touch” and “Low Touch.

Low Touch = Generic Reminder

High Touch = Personalized Reminder.

Low Touch auto reminder:

“Hi, this is Sally from Dr. Smith’s dental office. We’re checking in to see what your plans are for the treatment Dr. Smith recommended a few weeks ago”

High Touch reminder:

“Hi, this is Sally from Dr. Smith’s dental office. We’re checking in to see what your plans are for fixing that cracked tooth Dr. Smith recommended back in December. Hope you had a great holiday season.”

Always use the **name of the doctor** who did the exam when communicating with patients i.e. “Dr. Smith wanted me to call....”

TIPS

1. Ask the patient if you can be of assistance. For example, you can offer financing options whether in house or through a dental finance company.
2. Many patients are just afraid of doing treatment. If so, the best thing you can do for them is to offset that fear with what can happen if they do not move forward as the condition will not improve on its’ own.

3. When speaking with patients always be specific as to which tooth (teeth) you are referring to as that focuses the patient's attention on the problem.
4. If you know from their history what time they prefer to come in, offer to schedule them at a time that is convenient for them.
5. You can also send them an email to remind them by **SHOWING** them the cavity, etc.