

## **Orthodontist Receptionist Script – Inadequate Explanation of Treatment Process**

If you're like most practice owners, you might be wondering why the % of actual new patient prospects that book an appointment and show up is very low considering the amount of inbound calls that you are getting from whatever source you are using; Google Ads, Facebook Ads, SEO, your high ranking in Google maps, etc.

Below is one scenario, and the typical way your receptionist might be handling your calls now and the results from inadequate training.

### **Scenario 2: Inadequate Explanation of the Treatment Process**

Caller: "Hi, I'm considering getting braces for myself. Can you explain the process and how long it usually takes?"

Receptionist: "Getting braces involves an initial consultation, where our orthodontist examines your teeth and discusses treatment options. Then, the braces will be placed, and regular appointments for adjustments will be scheduled. The duration of treatment depends on various factors, so it's best to consult with our orthodontist for specific timelines."

#### **Result:**

The caller is left with insufficient information about the treatment process and its duration. Without a clear explanation, they may perceive the orthodontic office as unresponsive or lacking transparency, leading to hesitation in booking an appointment.

### **A New Better Way:**

Below is a proven script that will have your booked appointments skyrocket!

*Please keep in mind that the specific name of the practice and data about the dentist or orthodontist will need to be filled in by you, the practice owner.*

### **Scenario 2 (Better Way): Excellent Explanation of the Treatment Process**

Ring:

**Receptionist:** Hello, you've reached XYZ Ortho Clinic, what information can I get you?

Caller: "Hi, I'm considering getting braces for myself. Can you explain the process and how long it usually takes?"

Receptionist: "Thank you for considering XYZ Ortho Clinic for orthodontic treatment. I'd love to explain the process to you, but before I do, can I get your name and phone number in case we get disconnected?"

Caller: Sure it's x and phone is y

Receptionist: Thank you. Initially, our orthodontist will conduct an in-depth consultation, examining your teeth and discussing your treatment options. Once a treatment plan is determined between you both, then braces or aligners will be fitted, and regular appointments will be scheduled for adjustments. The duration of treatment depends on various factors unique to each patient. To provide you with a more accurate estimate, may I ask a couple of questions?"

Caller: "Sure, go ahead."

Receptionist: "Thank you. Could you please share if you have any specific concerns regarding your teeth or bite alignment? This will help our orthodontist assess your case more effectively."

Caller: "I have an overbite and some overcrowding issues."

Receptionist: "Understood. At XYZ Ortho Clinic, we prioritize delivering an incredible orthodontic experience. Dr. Smith, our skilled orthodontist, has been performing orthodontic treatments, including braces, clear aligners, common braces, and clear braces, for over 20 years.

His expertise and attention to detail have transformed the lives of numerous patients, giving them the smiles they've always dreamed of. With Dr. Smith's calming presence, you can be confident that you'll feel at ease throughout the process.

Receptionist: What two possible days and times would you be able to come into the office for a consultation? This will allow us to assess your specific needs and provide a tailored treatment plan."

Caller: "I can come in next Friday morning. Does that work for you?"

Receptionist: "Absolutely! I have booked your consultation with Dr. Smith for next Friday morning. Can I get your email?"

Caller: Sure it's xx@y.com

Receptionist: Ok. You'll receive a confirmation email and text with all the necessary information. We're excited to embark on this orthodontic journey with you, and we know you'll have a positive experience at XYZ Ortho Clinic. Thank you for choosing us!"

n Now, also put this great lead into your CRM email and sms text lead nurturing sequence. If you don't have one, or need help, please give us a call!

n Dental Fractional CMO Services, (702) 442-0850, or email at [info@DFCMO.net](mailto:info@DFCMO.net)

