

Front Office Rocks

Implementation

Coach Led Training

Insurance related:

"We will do everything we can to maximize your benefits"
"As a courtesy, we will submit your insurance claims for you"
"Oftentimes, in and out of network benefits are not that different"

Price shoppers:

"We would love to have you come in and meet the doctor"
"We are not able to diagnose over the phone..."
"Dr. would like to meet you and determine the best treatment for you"
"I don't want to misinform you regarding the price"
"I want to be sure to give you the most accurate information"

Hygiene cancellations:

"Is there anything we can do to help you keep this appointment?"
"We want to make sure you stay on a regular schedule with your cleanings"
"It looks like you are due for your oral cancer screening"
"We want to keep you healthy!"

Doctor cancellations:

"I know Dr. is concerned about that tooth"
"I don't want you to have an issue later if you delay this treatment"
"Dr. just mentioned you in the huddle this morning!"

A few examples of how to replace negative words/phrases with positive words/phrases:

Cancellation - Change in schedule
Unfortunately - Luckily
I'm sorry - Thank you for understanding
Just a cleaning - Hygiene or recare appointment
Our policy says - While I am unable to x, what I can do is x
No - What I am able to do is
Problem - Situation, challenge