

Welcome...

...to **Phone Power** by Patient NEWS!

Differentiating the experience consumers have with your brand, however they find you ...from your direct mail, reputation, brick-and-mortar visibility – before they *know* they have a need ... to online search and, most importantly, when they pick up the phone to call your office, will make a big *difference* to your bottom line! Do it consistently, using proven techniques and your practice will **win more new-patient appointments**.

It's no secret that new patients are the lifeblood of a successful dental office. On average, **new patients contribute twice (2X) and sometimes three times as much revenue** as an average active patient.

Because of the value new patients contribute to annual revenue, you want to welcome them with enthusiasm and capture every opportunity to increase production and improve long-term practice security and value.

With constant change, uncertainty, and disruptions, phone handlers need to adapt and be at their best for every patient call. It's one of the most important roles at your practice, it's one of the toughest, and can be one of the most overlooked areas of focus.

Phone Power call coaching is *best-in-class* new-patient telephone training for dental offices. The series, comprised of a total of 1-hour video content, workbooks, and scripts will provide everyone who answers your calls with the best ways to connect when new and prospective patients contact your practice by telephone. It also provides practical and beneficial tips and advice to help you convert more patient inquiries into appointments.

IMPORTANT: Block 1 hour in everyone's schedule to complete the Phone Power training system and watch each video within the next week.

Total time investment: 1 hour.

Average new-patient value: \$1800. Find out yours in Practice ZEBRA.

If Phone Power helps book a SINGLE extra new patient, you've made a great ROI!

"Follow our step-by-step Phone Power program, monitor improvements in Practice ZEBRA, and learn effective strategies that can quickly impact success."

KAREN GALLEY, PRESIDENT



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Hello!

Phone Power, with call scoring in Practice ZEBRA, gives you powerful systematic processes for a consistent new-patient experience.

Scored calls are presented in **Practice ZEBRA call conversion** results. You can listen to your own calls, view word clouds, share calls for coaching, and view the 25-point scorecard for every call which helps identify training areas. Reasons patients don't schedule and days/times calls are missed will help you understand operational choices, and you'll see the value when patients are scheduled – or missed.

Phone Power enables your practice to consistently maximize results by identifying specific strengths and weaknesses and taking action. It includes:

1. Three comprehensive proprietary guidebooks
2. Important call-handling signage
3. Frequently Asked Questions (FAQ) scripting questionnaire & sample scripts
4. ONLINE VIDEO SERIES!

Current consumer research reveals that patients pay attention to, and are influenced by, their first interactions with you. They want their business with you to feel valued and appreciated.

After analyzing thousands upon thousands of dental-patient calls, beyond training and successful handling of a new-patient call, these items should be top priority:

1. Answering 95% of inbound calls LIVE
2. Acknowledgment to those you can't answer immediately & call back within 30 minutes. (**ZEBRA Missed Call Alerts:** you're notified AND your patient gets a courtesy text so they don't move on to a competitor.)
3. Catch every QUALITY patient who hangs up without scheduling. (**ZEBRA Missed Opportunity Alerts:** you and key contacts get email/text notification **THE INSTANT a good new patient hangs up** without scheduling – you'll capture them when you call back within 15 minutes.)
4. Convert 75% to appointment. This is where Phone Power comes in!



During a successful new-patient call, a skilled front-line person should:

- Establish a rapport with each prospective patient
- Capture valuable new-patient information
- Overcome caller objections
- Schedule an appointment for the caller's initial dental visit
- Ask if other family members also need an appointment
- Say THANK YOU & offer follow-up help.

Our scorecard skills assessment is broken down into four main criteria:

1. The greeting
2. Reinforcement of your practice's competitive advantages. What sets your practice apart?
3. Attempt to appoint
4. Overall call success

Learn how to master each call category and generate more positive results for your practice, find good take-aways, scripting notes, and brush-up techniques for your most frustrating objections.

You'll be able to measure the effectiveness of your call handling skills with Practice ZEBRA, plan goal achievement, and develop a game plan to focus your team to achieve your biggest goals.

Phone Power and Practice ZEBRA help you scale with accelerated speed and sustainability.

The sooner you can schedule new patients into your system, the better for practice growth. The job of converting new-patient calls into appointments rests solely with your front-line team – everyone who answers the phone at your practice.

Our research has shown that most new patients in search of a dental home call between 3 and 5 practices. If your practice is the potential new patient's first call, then you want to satisfy their needs and wants immediately so there's no need for them to go on to call #2.

THIS IS CRITICAL AND WE CAN'T EMPHASIZE IT ENOUGH!

If you answer the telephone at your practice, we want you to be aware of how important that role is. Most often this will be the first contact with a new patient... and being responsible for that first impression is often underestimated.

How you interact and manage your new patient's requests is how patients are going to remember you, the doctors, and your entire practice. Be available when customers have time to call – that's usually when they get a break, on their lunch hour, or even before work. Answer calls live and use ZEBRA alerts. If you are not there when potential patients need you – you move directly to the bottom of their to-do list.

We recommend that everyone who answers the phone at your practice, including the Doctor, Office Manager, or Marketing Manager, EVERY TEAM MEMBER THAT MIGHT ANSWER CALLS, review Phone Power – including the full video series (1 hour).

When everyone is aware of what is required to support your front-line team in converting more new patients, your practice will thrive.



For the dental office or DSO
that wants to **STAND OUT** & grow!

The *patient experience* has become one of the most important decision-making factors when homeowners are choosing a healthcare provider. Since 1993, we've helped thousands of dental offices, just like yours, improve the patient experience and welcome more new patients with Phone Power.

Phone Power Telephone Training is designed to renew or increase your awareness of the importance of the front-line team's role in your practice's success. Positively managing new-patient calls and increasing the number of scheduled appointments maximizes marketing investments, makes patients happy, and has a very big impact on practice production.

Phone Power and Practice ZEBRA will guide you and your team to handle calls effectively so your practice will achieve maximum growth.



DENTAL MARKETING & TECHNOLOGY

www.patientnews.com

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Always reach out to your Account Manager.

We are devoted to your success!