Five star first impressions
Ian Stead offers some tips on running an effective and efficient reception desk

From the very first call that a patient makes to your practice, the team at reception should be word perfect in their greeting and continuing to gain and maintain the patient’s trust. This will allow the correct appointment slot to be booked, and will ensure that the patient feels they are already receiving first-class treatment. All calls should be logged onto a basic form which should not only include the patient’s name, but also where they heard about the practice, who answered their call and whether or not they went ahead and booked an appointment.

By knowing whether the person in the appointment, you can begin to understand if your team enjoys a high success rate of converting new callers into booked appointments. Ideally you should be looking to achieve at least an 80 per cent conversion rate.

You will also be able to see which members of the team require additional training and support. Should a team member’s conversion rates differ greatly from other receptionists, you will be able to focus on improving their skills.

By knowing how patients hear about your practice, you will also be able to refine your marketing strategies and measure your return on investment. This will ensure that money is not spent in areas that may not benefit the practice.

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Making first contact

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