Case presentation begins with the new patient phone call. Many ortho practices don’t realize that.

When evaluating practice systems for new clients, Levin Group consultants are shocked at the number of potential patients/parents who call but never schedule. Every new patient phone call is another opportunity to provide exceptional orthodontic care, increase production and grow the practice.

How would you rate the telephone skills of your front desk team? Average, good or great? If you didn’t answer “great,” then you could be losing tens of thousands in potential production.

Most ortho practices score two out of 10 in this area but can raise their score to a nine in a matter of weeks with scripting and training.

First impressions matter!

Get the patient-practice relationship off to a great start by giving your team the verbal skills they need to impress potential patients/parents.

In the age of increased ortho shopping, parents are scrutinizing ortho practices more than ever before. When your front desk team can build value for the orthodontist and the practice, patients/parents are more likely to schedule an appointment and accept recommended treatment.

If front desk staff members sound bored or rushed on the phone, they are sending a message that they have more important things to do. Remember, every new patient/parent who calls the office must be seen as a major opportunity.

Levin Group teaches clients that scripting needs to be in place for every routine conversation, including the first phone call.

A successful new patient phone call requires scripts, power words, benefits statements and the following steps:

- Answering the phone within two rings
- Thanking the patient/parent for calling
- Asking who referred the patient
- Complimenting the referring individual
- Making the appointment
- Transferring trust by talking about the orthodontist’s expertise
- Explaining the confirmation process
- Building value for orthodontic treatment
- Answering questions about aligners and other popular options
- Creating a positive feeling and relationship with the patient/parent
- Explaining tastefully why this is the ortho office of choice
- Restating the appointment date and time
- Asking if there are any other questions that the patient/parent may have

Conclusion

The new patient call needs to be more of an interpersonal and informative experience than it is in most offices today. An effective first phone call sets the stage for a long-term practice-patient relationship that leads to increased growth, production and profitability.

To jumpstart practice growth, experience Dr. Roger Levin’s next Total Ortho Success™ Seminar being held June 17–18 in Las Vegas. Ortho Tribune readers are entitled to receive a 20 percent courtesy. To receive this courtesy, call (888) 973-0000 and mention “Ortho Tribune” or e-mail customerservice@levingroup.com with “Ortho Tribune Courtesy” in the subject line.

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