

REACTIVATION SCRIPT

WHO IS A RECALL

Reactivation calls are made to patients who have been out of the office one month or more.

PURPOSE

To inquire about the patient's health, intentions, priorities, and to make an appointment for a spinal check-up.

BE PREPARED

1. To set aside a time and number of calls you're going to make per day.
2. To familiarize yourself with their travel card.
3. To go over the major complaints that brought the patient to the office.
Inquire whether complaints are gone, the same, or worse than the last time the patient saw the doctor. Also be sure to ask if something new has developed.
4. To express concern. Leave the patient with a good taste in their mouth.
5. To log results. **Make an appointment in the book/computer, recall sheet or on the travel card.**
6. To update their contact info. **Address, phone numbers, cell phone carrier and email.**
7. To mail postcards. **Postcards are sent to every patient except those with a scheduled appointment or those who have asked to be removed from mailing list.**
8. To obtain feedback of the patients overall experience in your office and how we can improve.

GETTING STARTED

Call patient at home or at work. Always ask the patient if they have a minute before starting. If not, ask for a convenient time to call back.

If the patient "**feels fine**", is hesitant about returning, or has a new health complaint, schedule the patient for a complimentary spinal check-up.

VOICEMAIL

When leaving a voicemail simply state: This message is for _____,
Patients Name
this is _____ at Dr. _____ office, I would appreciate if you would
CA's Name Dr.'s Name
return my call, I can be reached at _____.
Office Phone #

SAMPLE SCRIPT

Hello **Susan**, this is **Jane** from **Dr. Fred's** office, your chiropractor. Do you have a few minutes to answer 3 performance assessment questions?

If "No"

Ok, when would be a convenient time to call back and at what number would you prefer I contact you?" _____. "Great! To confirm, the phone number is _____?" **(Have patient give you the number)**

If "Yes"

1. Would you refer a family member or a friend to our office? (YES/NO)

If "No"please explain: _____

2. What did you like most about our office? _____

3. What could we have done better to make your experience more enjoyable? _____

Susan, thank you for your time. If you know of anyone who is in pain, we are running a special for the next seven (7) days for New and Returning Patients. They will receive the consultation, exam, four (4) x-rays and doctors report all for \$____. Have a great day!