

BACK PAIN INCOMING/OUTBOUND

CONSULTATION PHONE SCRIPT



Remember you need to speak clear and at an even pace. **DON'T** sound so rushed that the patient **FEELS** unimportant. **NEVER** tell them to hold if we need to place them on a brief hold, we ask nicely if they can hold for just a quick moment! Do not forget this is the first impression. (honestly, this needs to apply for ALL calls anyway)

(INCOMING CALL INTRO)

(OFFICE) Good afternoon, thank you for calling (clinic name) (your name) how may I help you?

(PATIENT) Hi... I was calling because I saw an ad on Facebook about a free consultation to learn more about how I can get help with some things I have been dealing with Back pain.

(OFFICE) I want to thank you again for reaching out to us. My name again is (your name), May I please have your first name?

(PATIENT) Yes, it's Sara

(OFFICE) Thank you Sara I am so glad you called.

(OUTBOUND CALL INTRO)

(OFFICE) Good afternoon, May I please speak to (patients name)? (Don't assume the person answering is the one who reached out. ALWAYS ask by name for the individual)

(PATIENT) This is (patients name)

(OFFICE) Hello my name is (your name) and I'm calling from (Clinic name) regarding your interest in a free consultation that you had seen on Facebook regarding Back Pain. Do you have just a few moments for me to tell you a bit more about that **FREE** consultation?

(PATIENT) Yes I sure do

(OFFICE) Great thank you (patients name) I want to thank again for reaching out to us. My name again is (your name)



(SCRIPT FRAMEWORK)

OFFICE: *So (patients name) I would like to take just a quick moment to ask you a few questions to understand better what you have been dealing with so I can explain how we can help you, would that be ok?*

PATIENT: *Yes sure!*

OFFICE: *So (patients name) if you would please describe some of the symptoms you've been dealing with that has been affecting your quality of life?*

PATIENT: *Well I have had pain mostly in my lower back and it's like a dull achy feeling, It really bothers me when I'm outside working in the garden..I have also noticed that at times I get a sharp pain on my lower right side. It really hurts. I have another doctor who said it's probably arthritis or I'm just out of alignment. He offered an adjustment but that never seems to last long. I just know it's getting worse and I can't keep having these flare ups. It's so frustrating.*

OFFICE: *(Patients Name) I'm so sorry you've been dealing with this. How long have these issues been giving you such trouble?*

PATIENT: *Well, let me think... it's been at least 3 or 3 ½ years?*

OFFICE: *Wow that is terrible that you have had to live with this for so long. I will share with you that the issues you are describing regarding your back pain may be somewhat common but they are certainly not normal! What I'm excited to do is schedule a free consultation in our office so we can identify exactly what it is that's causing your back pain symptoms but the most important thing we're going to discover together are the solutions to get you back to a life without pain!*

OFFICE: *I have a few appointments available for you for this free consultation. I have tomorrow at 9 AM or Thursday at 4 PM which one of those to work best for your schedule?*



PATIENT: *Probably the afternoon appointment but I do have a question*

OFFICE: *Sure (patients name) what can I answer for you?*

PATIENT: *So how much does the program usually cost?*

OFFICE: *(patients name) that's a great question, I get asked that question quite frequently when individuals call us for help. What I want to share with you is that there's not just one program that fits everyone because individuals have different symptoms and conditions that they're dealing with. The reason that we offered a consultation in the office so we can identify exactly what is going on with **your** situation and design a **specific** treatment plan for a specific set of goals to finally set you free of these issues.*

PATIENT: *Oh that sounds terrific it's about time somebody understands that there is something wrong and I'll do the 4 o'clock on Thursday.*

OFFICE: *Fantastic typically the consultation is going to last 30 minutes sometimes longer depending on questions that you may have. Do you know where we are located?*

Be sure to give the location details and always invite them to arrive a little early. Always end on a positive note commenting on "I can't wait to see you" "I can't wait to finally give you the help you've been looking for"