

Script for Calling Past Patients

Example: “Hi, this is _____ from Dr. _____ office. I was just calling to let you know about some different treatments and programs we have! I would love to have you come back in to try them.”

Proceed to tell the patient about the different programs and treatments that they didn’t try while in the office. This doesn’t mean it HAS to be “new” per se, but if they didn’t try it or know about it when they came in for their first program, it will be “new” to them.

Example: “Hi, this is _____ from Dr. _____ office. I was just calling to see how you have been doing since you finished your program. We would love to have you come back in for a free SMT session [or a free treatment or product of your choice] so that we can check in with you and see where you are at. We’d also love to tell you about some of the other maintenance programs we offer that can help you maintain your health [or weight].”

Example: “Hi, this is _____ from Dr. _____ office. I was just calling to see if you know anyone who might be interested in visiting our office to help keep their goals or New Year’s Resolutions?” [If they give you a name or referral] “Thank you so much! Because you gave us this referral, we would love to have you come in to get a free Nutritional Shake [or a free treatment or product of your choice].”

When they come in for their free treatment/product, you’ll have another great opportunity to talk to THEM about coming back for another program.

Example: “Hi, this is _____ from Dr. _____ office. I was just calling to let you know about our new patient appreciation offers! Starting this year, until the beginning of March [or you can make the date whenever you want], we are offering programs to our past patients for 30% off!” [You can set up this discount however you like]. “Because we appreciate our patients so much, we wanted to let you know about this amazing offer before it expires!”

Example: “Hi, this is _____ from Dr. _____ office. I was just calling because we want to make sure we have your correct email address. We’d like to send you information about upcoming events in our office and new program offers.”

By getting them on the phone, you can also invite them to come in for another weight loss evaluation. In this evaluation, you can offer another program.

Note: With these calls, remember that the sky is the limit! You can call past patients and offer them ANYTHING to get them back in. It is up to you and your clinic to decide. See what works with your patients. If you keep saying the same thing, say something else. Mix it up and think creatively!