

# Script for Calling Potential Neuropathy Patients

Make sure to have a staff member call new leads. When the doctor calls them, it can sometimes turn into a phone evaluation, and then the potential patient might not feel the need to come into the office.

\*This is a script for making OUTBOUND calls to new neuropathy leads.

## OPTION 1:

*Staff:* “Hi my name is \_\_\_\_\_ and I am calling from Dr. \_\_\_\_\_ office at [enter clinic name here]. I saw that you were interested in our treatments for neuropathy, so I wanted to let you know that you have been chosen to come in and receive a free one-on-one evaluation and free treatment with our doctor. When can we schedule you for that?”

When you say “When can we schedule you for that?” it doesn’t give them the option to *not* schedule; we want to go straight to the schedule without asking if they’re interested. We don’t want them to have the option to say “no.”

## OPTION 2:

*Staff:* “Hi my name is \_\_\_\_\_ and I am calling from Dr. \_\_\_\_\_ office at [enter clinic name here]. I received your information from \_\_\_\_\_ and wanted to let you know that you were selected to come in for a free one-on-one evaluation and free treatment with our doctor. When can we schedule you for that? Our schedule is limited for these free evaluations and treatments, as our doctor is very busy helping our patients, so we would need to schedule you within the next 2 weeks.”

When you let them know that the schedule is limited, it creates more of a sense of urgency for the potential patient. It’s always great to be specific about when you can get them in for their free evaluation/treatment.

## OPTION 3:

*If you are calling a potential neuropathy patient that has already come in but didn’t purchase a program.*

*Staff:* “Hi (Say Patients Name) this is \_\_\_\_\_ calling you from Dr. \_\_\_\_\_ office at [enter clinic name here]. How are you doing? Dr. \_\_\_\_\_ wanted me to call to see how your neuropathy has been. Has it gotten better? Is it worse? Are you ready to get pain free? We would love to have you come back for another free treatment and meet with Dr. \_\_\_\_\_ so you both can decide the best treatments and program for you to help get pain free. Would this week work for you to come back in?”

Another good thing to have when you call is if your office provides any new equipment or treatment that could help with neuropathy treatments, that is a great way to get old potential patients back in to your clinic.