

## Script for Scheduling Potential Neuropathy Patients

*Below are common questions you will get when a potential neuropathy patient calls in asking about your treatments, program and what the office visit entails.*

### QUESTIONS

*How much does the program cost?*

*Staff.* That is something that you would have to find out by meeting with our doctor. As I am not a doctor and cannot diagnose you over the phone, you would have to come in to meet with Dr. \_\_\_\_\_ to see what the price would be for you. Some people need 10 treatments and some need 30. Everyone is different. For example, if you were to break your arm and call the hospital to ask how much it would cost, they would need to evaluate you first to determine how damaged it is and how much work you would need.” [You could also give the analogy of calling a car repair place and asking how much it would be – they always have to look at the car to assess and evaluate it to give a real estimate.] “We need to have Dr. \_\_\_\_\_ assess you to see if we can even help you.” [That also creates a sense of urgency to actually come in to your office.]

If they keep pestering on the price and say they won’t come in until they know exactly how much it will be, you can let them know financing options you offer in our office. You still never want to say the entire price amount (“Our program is \$3,000”) because then they won’t come in. But if you say “We really work with everyone on an individual basis and offer financing options. Some of our patients pay as low as \_\_\_\_\_ a month.” [This could be whatever financing option you have. In our office, we had payments as low as \$80.00 a month.]

*Do you take insurance?*

*Staff.* “No we don’t take insurance. There is no billable code for what we do. When it comes to neuropathy, insurance only covers amputations, medications, and surgeries. We don’t do any of that in our office. We provide non-invasive treatments that help to increase blood flow and circulation to help wake up the nerves. We also provide products that help to decrease inflammation and boost circulation. The Medicare Manual states that ‘a treatment plan that seeks to prevent disease, promote health and prolong and enhance the quality of life, or therapy that is performed to maintain or prevent deterioration of a chronic condition is deemed NOT medically necessary.’ Since we want to promote our patients’ health and enhance their quality of life, we’re unable to take insurance.”

*What are the treatments like?*

*Staff.* “Dr. \_\_\_\_\_ complimentary treatment is a two-step process designed to increase circulation and sensation to the areas affected by neuropathy. These treatments are non-invasive and painless, so you can go back to your regular routine as soon as you leave our office.”

If your office has a neuropathy machine from REHABA you could also say “We have a machine developed specifically for people with neuropathy. It is a very powerful machine that contracts the muscles to help pump with the blood flow and nerve flow, waking up the nerves. It is not painful, it is more of a tingling sensation.”