MEMBER TOOLS: Sample Scripts for Patient Care Calls

Busy people are more and more frustrated by the interruptions of telemarketers and salespeople. When making patient care calls, a concise script will help your patients understand the purpose of the call. Here are some sample scripts that have been used in chiropractic clinics to help you get started.

Sample #1: Calling a Patient the Staff Member does not know

“Hi (Patient name). This is (Staff name) from Dr. (Chiropractor)’s office. I am calling to introduce myself as a new member of Dr. (Chiropractor)’s team. Since there are many patients I haven’t met, I wanted everyone to know I am here to help in any way that I can. I know you have not seen Dr. (Chiropractor) recently and we wanted to know how you’ve been doing. [Add reference to condition if known. E.g. How has your neck been feeling?]”

Depending on patient’s response your follow up may be:

1. “Great. I’m glad you are doing well. Know that we are here for you anytime you need us. Remember to have a chiropractic checkup periodically so your symptoms don’t return.”
2. “(Patient name), I’m sorry you are not doing as well as we would hope/expect. Would you like me to schedule an appointment for you to see Dr. (Chiropractor) so s/he can try to help?

If patient says ‘yes’, book appointment. If patient says ‘no’ your response may be: “Know that we are here for you when you feel ready to book an appointment.”

Sample #2: Calling a Patient the Staff Member does know

“Hi (Patient name). This is (Staff name) from Dr. (Chiropractor)’s office. I haven’t seen you for a while and Dr. (Chiropractor) and I wanted to know how you’ve been doing. [Add reference to condition if known. E.g. How has your neck been feeling?]”

Depending on patient’s response your follow up may be:

1. “I’m glad you are feeling well. We would like to keep it that way. Is it time for a checkup?”
2. “I am happy that you are doing so well. You know the doctor likes periodic updates so may I call you in a few months to check up on you?”
3. “I’m sorry you are having problems. Dr. (Chiropractor) might be able to help. Am I able to help you schedule an appointment?”

Sample #3: Calling a Patient who said no to booking an appointment during a previous Patient Care Call

“Hi (Patient name). This is (Staff name) from Dr. (Chiropractor)’s office. Dr. (Chiropractor) has not seen you for some time and s/he asked me to call to see how you’ve been. [Add reference to condition if known. E.g. “When s/he was treating you for your low back problem you made great progress. Are you still doing well?”]

Depending on patient’s response your follow up may be:

1. Dr. (Chiropractor) will be happy to hear that, (Patient name). Know that we are here for you whenever you need us.
2. We know how busy life can be but your health is important. If you are not feeling as well as you could, can we schedule a time for a visit with Dr. (Chiropractor)?