

THE V.I.P. SLIP

OBJECTIVES OF THE V.I.P. SLIP:

All of our patients are "very important!" And, the V.I.P. slip, designed to guide us in creating the "WOW!" experience, is one way of letting the patient know how "very important" they are to us. Along with making a first impression of excellence, the V.I.P. slip is designed to:

1. *Welcome*
2. *Reward and appreciation for referral*
3. *Permission to ask questions*
4. *Prepare patient for complete doctor examination*
5. *Inquiry for any further patient questions or concerns.*

The V.I.P. Slip is completed for:

- A. All new patients visiting the practice for the first time.
- B. Every emergency patient regardless if this is their first visit .

Completing this during the telephone conversation expedites documentation and ensures completion of all details.

Example Script:

The following script, with key phrases underlined, outlines all steps to be followed during the initial conversation with the new patient. Although your conversations with new patients may not always follow this order, it is important to include each step somewhere within your conversation.

AC: Good morning, _____ speaking.

PT: I'm calling because I need an appointment.

AC: I will be glad to handle this for you. May I have your name, please?

PT: My name is Robert Brown.

AC: Robert, approximately when was the last time you visited our office?

PT: This will be my first visit.

AC: Well, welcome to our practice. We're so glad you called! Is there someone we may thank for telling you about our office?

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Larry M. Guzzardo, Inc.

Dental Practice Management & Marketing Excellence

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- PT: I heard about you through a co-worker, Francis Smith.
- AC: Yes! We know Francis quite well and appreciate her telling you about our office.
- AC: Robert, to save you time at your first visit, I will enclose a medical history form to you in the mail. May I have your address please?
- PT: Sure. It's 505 Golden Tooth Lane, Crownville, GA 39742.
- AC: And you work and home phone numbers?
- PT: My home is 770-555-0000, and work is 770-555--1000.
- AC: We like to make sure your first appointment is scheduled just right for your dental needs. To do this, let me find out a little more information. Approximately how long has it been since you had a dental examination?
- PT: It was a couple of years. And, it was out of state.
- AC: Robert, are you having any particular dental problems at this time?
- PT: There is one tooth that hurts when I eat something cold, so I figured I'd better come on in.
- AC: I will make a note on that and during this first examination we will be able to determine why it has been bothering you. Is that tooth on your right or left side?
- PT: My right side.
- AC: Upper or lower?
- PT: Lower.
- AC: Is it toward the front of the mouth or more toward the back?
- PT: It's really kind of in the middle.
- AC: Often, those types of symptoms are just signs of a minor problem and now, as you know, is the best time to catch them.
- AC: Has your physician ever requested that you take medication prior to dental visits?
- PT: No.

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- AC: So you'll be prepared for your first visit, let me tell you a little about what to expect. (Describe the doctor's examination - step-by-step)
- AC: For our patients with dental insurance, we can assist you in completing all the paper work involved. Will you be needing assistance with dental insurance?
- PT: Sure. I have insurance with Bell South.
- AC: If you will bring a claim form with you and a booklet that describes the coverage at the first visit, we can process the forms for you.
- AC: Francis might have told you this.... Dr. Wilson not only takes the time getting to know your dental needs, but also will spend some time on this first visit, simply getting acquainted. In order to have this time available Dr. Wilson asks that we reserve about (an hour/or time) for this first examination appointment. I have two choices of time for you, either February 15th at 11:00 a.m. or the 7th at 4:00 p.m. Which one of these would you prefer?
- PT: Either one would be fine. I might as well get it over with. Give me the one on the 15th.
- AC: So you can be prepared at your first visit, the fee for the examination will be between _____ and _____. The fee varies depending on whether you and Dr. Wilson determine a need for any diagnostic films.
- AC: Robert, I have enjoyed speaking with you and look forward to seeing you on the 15th at 11:00 a.m. Before you go, did you have any questions you wanted to ask me about our practice?
- PT: I can't think of anything right now.... Oh, yes, do you give gas?
- AC: Sounds to me like you prefer gas for treatment procedures.
- PT: Yes, I've been a dental patient for years, but still get very nervous.
- AC: Well, we certainly provide laughing gas along with headphones during treatment procedures when it assists patients with being more comfortable. And also, if I can put in a good word for Dr. Wilson, he's very gentle also, and certainly understands patients' anxiety with dental treatment. I know you will enjoy meeting him.
- PT: That's reassuring to hear. And, you can tell me again when I come in next week.

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AC: Certainly, Robert, we will see you Tuesday morning.

There are five statements that show "We care." These statements should be included when all new patients call, except those with an acute emergency that we intend to see as soon as possible. (See emergency section for special procedures to use with emergency patients.) Conceptually, these statements are:

1. *Welcome*
2. *Reward and appreciation for referral*
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