Lesson 3-2-1 Initial Contact

The Importance of your Initial Contact with a Potential Patient

Your first contact with any patient is THE MOST IMPORTANT.

This is where you need to:

• Increase Communication,
• Build Trust,
• and Develop a Relationship with the potential patient.

How you handle the call determines, whether or not a potential patient will choose to schedule an evaluation.

YOU must have the INTENTION to get them scheduled for an evaluation.

Potential patients call your office because they need your help. Don’t lose the opportunity to help them.

All potential patients have one thing in common. They all need your help and should be scheduled for an evaluation before the initial contact ends. But not everyone is willing to admit or confront that they have a problem.

They’ve spent months dealing with their pain or problem. And have found ways to “cope” with it. When they develop “coping” mechanisms, they’re able to avoid their pain and problems but the pain and problems don’t fully go away without your help.

So they’re less likely to confront them head-on and take action. These are the patients who call and ask you a question...like, “do you take my insurance?” Or “what are your hours?”

So, make sure you help them by getting them scheduled.