

\$0 Cost Summer Marketing: New Reactivation Language & Proper Team Incentives!



7-2-24 Hello! There is no more cost-efficient dental practice marketing tool than reactivation calls/texts to those who are due for their cleanings...& exams. However, historically & increasingly...unless the callers use proven to be optimal language...& callers are incentivized to make these calls...the opportunity is lost. Our newly updated reactivation script...when **exactly** executed...combined with optimal incentives to ensure calls are made...can make a significant difference in the growth & prosperity of any practice. The following language is research-based, exacting & proven. **Please don't alter or experiment with this language.** We already did all that!!

Here is chrisad's Optimal 2024 Reactivation Script:

“Hello, this is Judy from Dr. Jones' office. We are looking forward to seeing you soon for your cleaning appointment so that you can enjoy a brighter, whiter & healthier smile. We now have MANY more convenient before & after work or school appointments as well as Saturdays & Sundays. And your insurance works even better here now: You won't have to pay one penny out of pocket for this...or any future cleaning visits!! It will be wonderful to see you again! Please give us a call today at 555-1212 to schedule your appointment...or please just stop by!”

Yesterday's Reactivation Approaches Will FAIL

Over our 4 ½ decades of patient reactivation experience, we find that it is growing increasingly difficult to speak with patients via phone call. So now, the optimal protocol assumes our caller will be encountering voice mail. Accordingly the optimal message...outlined above...must be left. However, since voice mail is becoming less reliable...TO BE SURE...we suggest additionally TEXTING & EMAILING this note to all reactivation patients.

Liberally Incentivize After Returning Patient is in Chair!

We must **properly compensate your reactivation team** for making these calls & leaving optimal texts. Historically, when the optimal message is left...around 1/3 of those called will return to the practice within a month or so. **Without the reactivation text, email & voice mail**...most would not have. So, the caller(s) at your office must be assigned a **SPECIFIC reactivation call list**...& when one of those patients called on their list returns... the caller is rewarded with (for example) \$30 per patient in the chair. Of course, if they encounter a live person & make the appointment...the caller receives immediate compensation as the patient is in the chair. Obviously, the “prime” appointments mentioned must be offered & immediately available. jc