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**52 Weeks to Success**

**Chiropractic Assistant Program**

**Benchmark 3 Telephone Procedures**

**Core Objective:**

Properly handling telephone communications can make or break a patients’ decision to come into or office for care. The objective of this benchmark is to **Make the Appointment**, by expertly handling the most common questions and inquiries from prospective patients as well as other callers throughout the day.

**Key Takeaways:**

* Courteous, friendly, helpful and pleasant voice on all calls.
* Smile! Imagine you are speaking to your boss.
* Three types of Phone Calls:
  + Prospective New Patients
  + Established Patients
  + Reactivating Patients
* Get the necessary information
* Knowing the difference between a Doctor question and a C.A. Question. Which questions you can answer on the phone and what questions are to be referred to the Doctor.
* Always do what is in the patient’s best interest
* Know your scripts – COLD
* Patients want caring service
  + - Patients want people to be nice to them and provide caring service. This is the strongest, most important expectation driving patient satisfaction
    - Caring Service starts the moment a patient makes contact with your practice. Take time to acknowledge them personally, showing kindness and respect.

**Questions for Team Discussion:**

1. Discuss a call/calls that you may have had trouble with.
2. How could we have handled that better?
3. What is our statistic for missed or cancelled appointments? Why do you think this is?
4. What are some changes that we can implement to begin improving in this area?

**Resources:** Benchmark 3 (Video/Powerpoint/Worksheets/Team Discussion