

EP. 28 The Top 4 Mistakes Your Front Desk Team is Making

Your team answering your phones could be sabotaging the number of new patients coming into your practice, and this is adversely affecting the growth of your hygiene department as well.

Here are the top 4 mistakes your front desk team is making:

- 1. Verbal Vomit** – Saying too much! Does your front desk team try to diagnose patients over the phone? Their job is to get the patient through the door, not scare them away with explaining a procedure before we even know the patient needs it.
- 2. Asking about insurance** – If it's important to the patient, then they will inquire about insurance up front. Good rule of thumb – If they don't ask, don't bring it up! When you do this, you are setting the "we only do what insurance covers" tone in your practice.
- 3. Asking the patient if they want to schedule** – Of course they want to schedule! They would not call your office if there was not a need, so make it easy for them and guide them into an appointment. "Let's get you in to meet Dr. Smith. She is great!"
- 4. Not collecting the caller's info to call them back** – If they don't schedule, ask for their name and number so that you can follow back with them to make sure they have been taken care of. Remember – this is a lead!

These common mistakes are never done intentionally. The truth is you don't know what you don't know. Proper phone training can help resolve these mistakes and greatly increase your new patient conversion calls.

Schedule a 5-Star Challenge call today at www.SchedulingInstitute.com to see how well your front desk team is answering you phones and if they fall victim to any of these mistakes.