

NEW PRACTICE MEMBER TELEPHONE CALL

CA – Blue

Practice Member – Green

SMILE!!!!!!

Saltash Chiropractic Clinic, This is Kaz

Hello I'd like to book an appointment please.

Excellent I can help! Is this your first visit to the clinic?

Yes

That's great; please could you tell me who referred you to the clinic today?

I found you on Google

OK, and is the appointment for you or your whole family?

Just for me please

(Funnel) Ok, may I explain how we work so you know what to expect?

Yes

Thank you. We do what we call a New Patient Experience which consists of 2 visits.

The first visit is an Examination Visit where you sit down with the Chiropractor and explain any concerns and worries you might have. You will then move on to the examination, which will involve you putting on one of our delightful gowns. We will check you from top to toe to find out what might be going on and then finish with a scan of your nervous system and photographs of your posture. As this examination involves a little poking and prodding we don't want to do is make anything worse so we won't do any treatment on this first visit.

At the next visit, if we can help, we will prepare a care plan which will explain what is going on, what we can do about it, how long it will take and how much care will cost. If you are happy, in agreement, and we can help, we can start care on this visit.

Normally the examination visit and care plan visits are about an hour each and we have dedicated appointment times for these. This New Patient Experience is an umbrella fee of £120 which covers these first two visits. (but since you came through this NPE will only cost.....)

Would you like me to find a time for this first visit?

Yes

Would you prefer an AM or a PM appointment?

Morning would be best please

Certainly, let me check our availability for you... I can offer you an appointment on Wednesday at 10.30 or Thursday at 09.15.

10:30am on Wednesday would be great thank you.

Ok, I will need to take some details from you and then we can get you booked in

Can I take your first and last names please?

Veronica Corningstone

Please could you confirm how to spell the surname?

Yes it's C.O.R.N.I.N.G.S.T.O.N.E

Is that Miss/Mrs/Ms?

Miss

Can I take your home address please?

*22 Jump Street
Windsor
SL4 5PP*

Please could I take two phone numbers?

Yes my mobile is 07555 789456 and my home number is 01344 123456

And your date of birth?

15/10/1974

Finally, Please can I take your email address?

Veronica@me.com

OK that's booked in. I can also book the second care plan visit for you now. I can offer you an appointment on Thursday at 09:15 or Friday at 08:30 for this appointment. Which suits you best?

Friday at 08:30 works best.

Veronica do you know where we are?

I'm not sure

(from address) I see you're coming from....

Plymouth. As you come over the bridge, take the slip road off to Saltash and stay in the right hand lane, follow the road around and take the first turning on the left. This is Glebe Avenue. We are at the top of the hill, 3rd house down on the right. There is a big sign over the door so hopefully you won't miss us. This is in a residential area so there is street parking outside the clinic. All we ask is you are mindful not to block neighbours drives.

Callington/Liskeard. As you come down the A38 towards the tunnel take the slip road back into saltash immediately before the tunnel. As you head towards the bridge on this road take the first proper turning on the right. This is Glebe Avenue. We are at the top of the hill, 3rd house down on the right. There is a big sign over the door so hopefully you won't miss us. This is in a residential area so there is street parking outside the clinic. All we ask is you are mindful not to block neighbours drives.

In Saltash. Head along Callington Road as if you were going towards fore street. Just before the mini roundabout at the top of fore street there is a turning on the left next to the Wesley Methodist church and bowling green. This is Glebe Avenue. Follow the road around and we are at the top of the hill, 3rd house down on the left. There is a big sign over the door so hopefully you won't miss us. This is in a residential area so there is street parking outside the clinic. All we ask is you are mindful not to block neighbours drives.

Thank you, yes I know where that is.

Excellent. Following this call you will receive both a text and an email confirming these appointments. In these messages is a link for New Patient Paperwork. We ask that you complete this and submit it before coming in to see us. If this is not completed, we might unfortunately need to reschedule your appointment as we have dedicated the time in the practice to focussing on you, and therefore won't have sufficient time if you need to complete this paperwork as well. Is this ok?

Yes

Lovely, thank you. So to confirm, you have your first appointment with Dr Jon on Wednesday 5th September at 10:30am. We have a 24 hour cancellation policy, so please let us know as soon as possible if you are unable to make your appointment. We look forward to seeing you then.

Thank you very much, Bye

Goodbye

Why we do what we do

"Smile" - a smile can be heard! Try it!

"Saltash Chiropractic, this is" – Person knows they've called the right place! The last thing you say is the first thing they remember.

"I can help" - we say this because we truly are available to help the person on the other end of the phone. It lets the person know that we are different and ready to make an impression.

"who referred you"? - This plants the first seed, that we are good at what we do and that many of our practice members are referred to the clinic through family and friends.

“Is the appointment for your whole family?” - This lets the person know that we are a family clinic and may also get them thinking about who else they may know that could do with visiting us for care.

AM or PM - We establish whether the persons availability is better in the AM or PM so that we can be in control of our diary and to also get the booked in at times that allow us to block book the diary. Once the person has given their preference of AM or PM then a day and 2 times can be given for them to choose from.

“Allow up to an hour” - We tell people to allow more than enough time for them to fill out paper work, have their consultation, x-rays and book another appointment. This enables them to not have a stressed and rushed visit due to other commitments they may have.

Don’t use £££ just say the number - Because... It gives it more value on the care not on the money

We do not adjust on the first visit... - Our Chiropractors want to make sure that they make a full and thorough report on every practice member that they see, which means that they go away and make a full report on the findings from the initial consultation before they will begin care. This ensures that the correct care is given to each practice member and is tailored for each individual case.

Reminder Calls Script

Procedure Aim

- Due to the longer appointment times for the New Patient Experience Practice Members it is important to minimise the amount of these appointments which get forgotten. If these appointments are forgotten it is also harder to reschedule them during the same shift.
- This also provides an extra level of unexpected customer service

Key Elements

- The AM shift should contact all new and report Practice Members for the PM shift and the PM shift should contact any booked in for the next AM shift.
- If Practice Member was only booked the shift before these calls are not necessary.
- If you have been able to speak with them and confirm their attendance then you must double click on their appointment, select modify, and in the notes box add CONFIRMED
- There is no need to record these appointment calls in the Practice Member log
- If there is no answer the following message should be left and the note LM TO CONFIRM should be written instead.

Hi Veronica, its Kaz calling from Saltash Chiropractic Clinic. This is just a courtesy call to confirm your appointment with us today at 3pm with Dr Jon. If you have any questions please give me a call on 01752 845451. We look forward to seeing you then

New Practice Member Day One Visit

Why we do what we do

1. We are prepared for the practice member before they come into the clinic so that they are greeted by a happy, warm CA and are given the red-carpet treatment.
2. We are aiming for a WOW experience.
3. We say their first name before they tell us who they are so that they know we are welcoming them individually and walk around the front desk to shake their hand.
4. We confirm receipt of their history form and pre-frame the 1st visit. If no form complete, we do not hand them the history form straight away, we let them sit down, offer them a drink and get comfortable before we ask them to fill in our forms.
5. We explain to them what parts of the form they need to fill out and let them know we are available to help them so that they can feel comfortable and at ease.

CA – Blue

Practice Member – Green

Practice member rings the doorbell

CA greets the practice member at the front door

Hello is it Ron?

Yes

Welcome to the clinic Ron, my name is Kaz, please come in.

Thank you

Please follow me through to our front desk. Please take a seat

Thank you

(If necessary take over iPad for History form) CA sits next to/ or perches next to practice member

OK Ron, Thank you for submitting your paperwork. I can confirm we have received this.

The plan for today is that shortly we will go up to our Nerve Centre where you will watch a short video just explaining what Chiropractic is, how we work and what you can expect. Once this has finished you will meet Dr Jon who will go over your health history and then move onto an examination. You will put on one of our lovely gowns and he will examine you from top to toe. During the examination I will be there to take the notes for Dr Jon if that is ok with you?

Of course

Great, thank you. At the end of the examination, I will be doing a scan of your nervous system, this is non-invasive and doesn't hurt. It just lets us see how your nervous system is functioning today. After you've got dressed, I will also be taking some photographs of your posture. That will then be everything for today. Next time, if Dr Jon can help, he will prepare a care plan that will explain what he has found, what is going on, how he can help, how long it will take and the costs of care. If he can help, and you're happy with everything he has gone through and you are both in agreement, then care can start on the next visit. Does that make sense?

Yes, thanks

Can I get you a glass of water?

A glass of water would be great thank you

Clinic Tour Script

This can be done sat next to the client or a walking tour

Before we go up to the Nerve Centre I'm going to tell you about the clinic so you know where everything is.

Where you came in, in the porch is our bookshelf. This is a charity bookshelf. Every year we raise money for a local charity. This year for example it is..... If you see a book or DVD you like you are welcome to take it. We only ask for a small donation for the charity in the pot on the shelf.

Over here we have water available so please help yourself.

This is our welcome board, which is where we welcome all our new clients to the clinic, and as you can see your name is on the board. This is our referral board, to thank our clients for referring their friends and family to us. We offer a complimentary referral system for all of our clients.

This is our testimonial wall, where some of our patients have shared their success stories. Hopefully it won't be too long before you join them!

This is our main practice member notice board, where you will see our upcoming special events. This is our children's area. We are a family friendly clinic. As you can see there are pictures of some of the children who get adjusted regularly. The youngest Child we have seen was 3 ½ hours old and our oldest patient was 101, so quite a variety.

On the right here is/are our adjustatorium/s where regular care takes place.

The toilet is just outside the front desk area on the left.

Our Nerve Centre is upstairs so would you like to follow me up.

Here you can see some of the children we look after in the practice.

This room is our Road to Recovery room where we do different talks for our practice members so you can get the very best out of the care we have to offer. Our next one is.....

Before Dr Jon comes to join you, like I said, I have a short video to show you that explains what Chiropractic is, how it works and how we work so nothing should ever come as a surprise to you. Once this has finished I will come back to join you. Please take a seat.

(point to the seat nearest the door)

After Video

Ok Ron, Thank you for watching that. I hope you found it informative. In a moment Dr Jon will come to join you but before he does you need to put on one of our gowns. You change down to your underwear leaving your pants/boxers/bras/pants on, everything else off including socks. You put the gown on this way round so that it does up at the back. I'll step out while you change. Once you're ready, just open the door and I'll know it is ok to come back in so I can introduce you to Dr Jon.

Dr Jon, this is Ron.

(Dr Jon) Before I go is there anything else you'd like to ask me today? Wonderful then I will leave you with Kaz. Lovely to meet you and I look forward to seeing you at your care plan.

Thank you Dr Jon.

So what we are going to do now is a scan of your nervous system. Like I said this doesn't hurt and is non-invasive. Its like an ECG that measures the heart muscle, this is and EMG which measures the muscles around the spine. If you just stand here facing the computer and I'll take the readings.

Dr Jon will go through all the results at the Care Plan visit.

That's Great. Now I'm going to step out while you get dressed but please leave your shoes off. When you're ready if you open the door again I'll know you're ready.

Lovely. Now we will take some photographs of your posture so will you join me down the corridor here.

(Posture photos)

So if you gather your belongings and come and join me at the front desk.

(At Front Desk) Ron, just to confirm, your Report is booked for Wednesday evening at 19:15.

Correct thank you.

So the cost for today, which also covers the Care Plan visit is 120, if you decide to start care next time then there will be further costs involved which Dr Jon will go through with you next time. How would you like to pay, card or cash?

Card please

Take payment

Here is your receipt and appointment card, I have this brochure for you to take home today too (questions and answers) we look forward to seeing you on Wednesday at 19:15.

If the report is not already booked

Ron, I am going to book you your Report of Findings visit with Dr Jon, he is available on Wednesday PM or Thursday PM, which would be best for you?

Wednesday please

No Problem, I have a 15:30 or 19:15

19:15 please

Ok, that's all booked for you. So the cost for today, which also covers the Care Plan visit is 120, if you decide to start care next time then there will be further costs involved which Dr Jon will go through with you next time. How would you like to pay, card or cash?

Card please

Take payment

Here is your receipt and appointment card, I have this brochure for you to take home today too (questions and answers) we look forward to seeing you on Wednesday at 19:15.

Scenarios

The form was really long. Why did I have to fill it all in?

Our practitioners are very thorough here and in order for them to help you with your case they need a good understanding of what is going on.

I take medication, but can't remember what the names are.

That's not a problem; do you know what you take the medication for? If so just put that down and if the Chiropractor needs to know anything in more detail you can bring it to your report visit.

I haven't got my purse, can I pay next time?

No problem, if you can give me a call when you get home, I can take payment over the phone.

I don't want to give my details over the phone

That's OK, we are open until 7:00pm tonight and from 8:00am tomorrow so if you can pop in and make payment before your report of findings that will be great.

Script for retrieving Practice Member email address

Procedure Aim

1. It is important that we retrieve an email address for every Practice Member and more importantly that it is entered on the system.
2. There will be occasions when a Practice Member does not have access to the internet or an email address, or may refuse completely to give this information, however this is very rare.
3. The email should be taken when the new Practice Member is booked if not then when the history form is completed it needs to be checked to see if an email address has been added

Script: When a Practice Member returns the form to you without an email address

Hi Veronica, please could you fill in your email address, sometimes we need to send important information or appointment reminders

Keep it simple. Only if the Practice Member objects to giving you this information do you then continue the script.

If we ever send you anything you would not like to be part of then you may unsubscribe at anytime. We will not pass your information on to any third party.

NEW/OLD SCRIPT

Procedure Aim

1. The aim of this appointment is to ensure that if a Practice Member has not continued with the recommended schedule and has not been into the practice for a while that the practitioners get long enough to perform an evaluation of the practice member's current situation
2. The extra time always allows for the practitioner to perform an examination and also establish why the Practice Member did not continue previously
3. Any Practice Members who have not been in for over 6 months will require a New/Old appointment
4. New/Old Practice Members will need to complete a new history form
5. Practice Members will not know that they need a longer appointment therefore CA must always check the Practice Member file BEFORE booking the appointment

Scenario 1: 3-6 months or less since they've been in / Full consult and x-rays not necessary
MAYBE (adjustment may or may not be given – this is not disclosed though)

CA – Blue

Practice Member – Green

Saltash Chiropractic Clinic, this is Kaz

Hello I'd like to book an appointment please.

Is this your first visit to the clinic?

No, I see Dr Jon, but I've not been since February. My name is Ron Burgundy.

Thank you Ron. As it's been a while since you've been in, we will need to book you in for a longer visit on this occasion. Would you prefer a morning or afternoon appointment?

Afternoon is best for me.

I can offer you an appointment on Wednesday at 16:40 or Thursday at 15:30.

Thursday is best.

OK Ron, that's booked in for you. Please allow up to ½ hour for your appointment. The reassessment is offered at a discount of 60 as you've visited the clinic before.

Ok, see you Thursday.

Thank you, Bye.

Scenario 2: 6 months PLUS since their last visit / Full consult & Examination

Saltash Chiropractic Clinic, this is Kaz

Hello I'd like to book an appointment please.

Is this your first visit to the clinic?

No, I see Dr Jon, but I've not been in since 2013. My name is Ron Burgundy.

Thank you Ron. As it's been a while since you've been in, things can change in your body, so we will need to book you in for a longer visit on this occasion. Would you prefer a morning or afternoon appointment?

Afternoon is best for me.

I can offer you an appointment on Wednesday at 16:40 or Thursday at 15:30.

Thursday is best.

OK Ron, that's booked in for you. Please allow up to an hour for your appointment. The examination is offered at a discount of 60 as you've visited the clinic before. There will be no adjustment on this visit.

Will I be adjusted on the day?

This is very unlikely due to length of time since you visited the clinic, and we cannot take any chances with your health. This is dependent on each individual case and the length of time since they've been in, this would need to be discussed with the chiropractor.

Ok, see you Thursday.

Thank you, Bye.

CARE PLAN VISIT

Scenario – Report of Findings

CA – Blue

Practice Member – Green

Chiropractor – Red

Practice Member arrives through the front door

Hi Ron, Welcome back to the clinic. Please take a seat, and we will take you through for your report shortly. Would you some water whilst you are waiting?

Ron would you like to follow me to the Nerve Centre so we can get you set up for your Care Plan with us today.

In the Nerve Centre:

So Ron, the plan for today is that shortly Dr Jon will come and join you to go through the results of your Examination visit. By the end of this you should have a good understanding of what is going on, how Dr Jon can help, how long things should take and the costs involved. If Dr Jon thinks he can help and you are in agreement with the care plan, your adjustments can start today, however you will be very welcome to take everything home to think about, so you are not under any obligation.

Before Dr Jon joins you I first have a little house keeping to go through with you, something we call our 'Office Policy' which explains the day to day comings and goings of the Practice. Is that Ok?

Sure

Wonderful;

Dr Jon's availability – *Dr Jon see's regular visits on Monday afternoons, all day Tuesday and Thursday and Friday Mornings. We start from 8:15 in the morning through to 6pm at night.*

Your appointments- *Our main goal is to find and remove subluxations in the spine to allow your nervous system to function at optimal level (THE SECTION BEFORE IS NOT NEEDED FOR THERAPIST CLIENTS). Dr Jon will go through the best schedule of care for you during the Care Plan. For you to get the best results from your care we will reschedule any missed appointments within the same week to help keep you on track. If you do need to cancel appointments we do ask for 24 hours notice so we can open these appointments for someone else. If you continue to miss appointments without letting us know, there is a charge for this as we lose the opportunity of looking after anyone else.*

Fees-*Payment for your appointment is required at the time of your visit or you can take advantage of one of our pre-payment plans as no accounts are held.*

Open Plan – *Regular adjustments take place in our Open Plan rooms. The open room enhances healing due to the group environment. It also allows for enhanced educational*

opportunities, along with relaxation and rest between individual adjustments. If you ever need to speak to Dr Jon privately, please let us know as this can always be accommodated either on the day or by booking a separate private visit. If you wish to speak to your chiropractor outside of your adjustment time, please advise us at the front desk and we can arrange this.

Children/Family care- *At this clinic we offer free health and wellness talks, and this also includes a complimentary clinic orientation appointment in which we ask you to bring a friend or family member with you. We also have affordable options for you if you wish to have your families' spines checked too.*

Referrals- *If there is someone you know who you would like to visit us please let us know so we can tell you about our current offers and complimentary referral system.*

Letters & Reports- *Should you need any letters or reports, things like GP letters or Solicitors letters, there may be a charge. This can be anything up to £50 but Dr Jon wouldn't start any work without letting you know there is a charge involved.*

Parking- *As you now know, we are on a residential road. If you drive to us, all we ask is that you are mindful of the neighbour's drives please when parking.*

Clinical Correspondence- *We will not share any of your personal information with outside companies, however we may contact you from time to time regarding special occasions, events and changes in policies, diaries or your care plan.*

Confidentiality- *We will of course always maintain your privacy and confidentiality at all times.*

Please take this information home with you to read through in more detail.

Before Dr Jon, comes through I have the second, shorter video for you to watch which should hopefully give you a greater understanding and foundation for what Dr Jon is going to discuss with you today. Once this has finished Dr Jon will come and join you to go through your Care Plan.

Chiro walks out with client to the front desk to do the triangle (ROF folder in hand)

Hi Kaz, Ron has had his report of findings and his first adjustment today!

Congratulations Ron!

Thank you! (smiles)

Please could you book Ron in for three times a week for 4 weeks leading up to his first rescan on visit 12. Ron would like to pay for a Silver plan today.

Sure, let's get you booked in!

Congratulations Ron, please drink lots of water for the rest of the day. I will leave you in Kaz's hands to schedule your next appointments. I look forward to seeing you on your next visit.

Exit Chiropractor. Ron gets his bank card out ready to pay

Ok Ron, so you are going for the silver plan today. That will be 540 please.

I'm paying by card. Is it ok to have a receipt please?

Sure, if you would like to put your card in the machine, check the amount and enter your pin please..... Thank you very much. I will email a receipt to you.

Thank you.

Ok, I'd like to book in your appointments for three times per week for 4 weeks. Are evenings better for you?

Yes please. Anything after 5pm is fine.

I can offer you an evening appointment on a Monday, Tuesday and Thursday at 5.15pm. Is that ok?

Yes that's perfect for me!

Schedules appointments

Ok they are all booked for you. Your twelfth visit will be a re-assessment so you will need to allow a bit more time for this. This appointment will be at 5:15pm.

Here is your printed schedule of your appointments. You have also been scheduled for the clinic orientation on _____ and please could you bring a friend or family member with you.

OK no problem.

Wonderful, so we will see you Tuesday evening at 5:15pm. Have a fantastic rest of your day.

Advance Booking Script

Procedure Aim

1. This procedure allows the practice to reduce the length of time each practice member spends booking appointments
2. By block booking appointments practice members get the times most convenient for them and are more likely to adhere to the recommended schedule set out by the practitioner
3. This gives the CA more control to block book the diary which avoids panic booking on the day

CA – Blue

Practice Member – Green

Repeat the recommendations that the practitioner has said about the client at the triangle.

Ok Veronica, Dr Jon has recommended twice a week for 6 weeks and that PM appointments are best for you and that you will be paying for the silver plan in full.

Yes

In order for you to get the days and times that are most suitable I can book them into diary for you now. Dr Jon works a Monday PM, Tuesday All Day, Thursday All Day and Friday AM, which two days would be best.

Monday and Thursday please

Fantastic, Dr Jon has adjustments slots available between 2.45pm and 3.15pm or 5.30pm and 6pm.

5.30pm and 6pm please

No Problem, so I have you booked in your adjustments for the next week and when you are in on Monday I will have a printed schedule for you with the rest of your appointments. If you do need to rearrange any we just ask for 24 hours notice to do this.

CHIRO FIRST OPEN PLAN ADJUSTMENT SCRIPT

CA – Blue

“OK Veronica, I'm going to take you through for your adjustment today.

When you come in for your regular adjustments, and it's your turn to go through we will send you straight through to your bench. So you might be as comfortable as possible, please collect a coloured face cloth from the top here. Please follow me through.....

(walk through to adjustment room)

Here is a basket, this is to put your keys, phone, wallet/purse and anything else from your pockets into so they don't drop out whilst you're lying down. You can hang your coat on the peg next to the basket. When you come into the adjustatorium please place your face cloth here and then you can lie face down to relax your spine. This is so you get the most out of your adjustment and Dr Jon will be with you in a moment.” When you've been checked and adjusted if necessary please bring the face cloth back to front desk area and place it in one of the baskets under the bureau.

Wait for client to lie face down before leaving them

DNA (Did Not Attend) Procedure

Procedure Aim

- The aim is that all Practice Members who have missed appointments will be called several times to get rebooked back in
- This also allows calls to be made prior to the No Future Appointment report being printed weekly. DNA and NFA are completely separate issues as it is possible that a Practice Member may have another appointment made for several weeks' time which means they would **not** appear on the weekly NFA report.
- All CA's should be checking the paper diary for names and daily work through the diary, calling and leaving messages for Practice Members to book as well as working through the DNA list. A Practice Member should only be ticked if they are rebooked. All call attempts and any messages should be recorded on the Practice Member log. If a Practice Member is on a weekly or 2x week schedule it is too late to wait for the report/have it checked/make calls as they could have missed several appointments by the time we then contact them.
- DNA report is printed on a weekly basis (on a designated day) to ensure that all Practice Members have been called. These must be kept and used during quieter shifts at a later date to check if Practice Members were ever booked back into the clinic or if they require a 'miss you postcard'. All Practice Members should have at least 2 calls/messages.
- If the practitioners want to check the DNA list before calls are made this should be returned to the front desk within 2 days of receiving it. If the assigned CA has any issues getting them back they should go to the head CA, if it is still not resolved this should be reported to HP.
- Head CA's are responsible for checking the report has been printed and calls are being made throughout the week. They are also responsible for doing random checks on the DNA appointments. This is done by selecting Practice Members who are in red at the bottom of previous days and making sure at least 2 calls have been made. If the CAs are not making the calls it must be addressed and followed up by the Head CA. Head office will also be monitoring this.
- Reports should only be shredded when they have all Practice Members on the page have 2 messages/postcard sent / has a future appointment booked / or there is a note on the log explaining why the Practice Member should not be contacted

Situation

CA – Blue

Practice Member - Green

Practice Member DNA's and is contacted by phone and answers

Hi Veronica, its Kaz calling from Saltash Chiropractic Clinic. It's just a call to see if everything is ok as we had you booked in for an appointment today at 3pm with Dr Jon.

Sorry Kaz, I completely forgot and I won't be able to make it now

No problem Veronica, are you able to reschedule your appointment now?

No, sorry I don't have my diary

That's absolutely fine, what I will do is put a note in our diary to give you a call tomorrow and then we can reschedule that for you.

That would be great, thank you.

CA will put a note on the clients log to say they made contact and also put a note in the diary to give him a call the following day.

Client DNA's and is left a voicemail

Hi Veronica, its Kaz calling from Saltash Chiropractic Clinic. It's just a call to see if everything is ok as we had you booked in for an appointment today at 3pm with Dr Jon, please give us a call so we know you are ok and we can reschedule this for you.

All cancellations and DNA's should be taken out of the diary.

DNA should be written in followed by LM or no option to leave message for Practice Members who missed appointments. Practice Members who cancel future appointments but do not rebook should also be taken out of the diary but **would not** have DNA in front of the reason. This allows the practitioners to determine who missed on the day and who gave notice. The Practice member should also be added to the "cancel/DNA sequence" in the "Campaign Starter Page" (*this triggers a sequence of emails in KEAP, checking in with the patient and reminding them to call and make an appointment.*)

The Practice Members name is also to be written on the bottom two lines of the paper diary for the following day. The Practice Member is to be called and attempt made to book them back in for that week or in accordance with their schedule. If they are booked in the name should be ticked in the diary and removed from the email sequence in KEAP. This system has also significantly reduced the number of people on the DNA report as many book in before it is printed.

PROCESS

Practice Member calls to CANCEL appt but can't rebook/ Practice Member DNAs/ Practice Member can't rebook or can't get hold of Practice Member after DNA



Practice Member is taken out of the diary with reason
And added to cancel/DNA Campaign Starter



Practice Members name is put at the bottom of the paper diary for the following day or when the Practice Member is available



CA's call Practice Member to re-book the next day



No answer – leave message



Practice Member calls back the next day



Book in, tick name in paper diary
And remove from KEAP sequence

CANCELLATION NO NO SCRIPT

Scenario 1 – Practice member calls to cancel, and CA says ‘No problem’

CA – Blue

Practice Member – Green

Saltash Chiropractic Clinic, This is Kaz

Hi Kaz, It's Veronica Corningstone here. I am really sorry, I'm going to have to cancel my appointment for this evening as I can't make it now. It's at 6pm with Dr Jon.

Ok No problem, I will cancel that one for you.

Ok thank you Bye

Goodbye

FAIL

CANCELLATION SCRIPT

Procedure

1. Confirm to the practice member the day and time of their next appointment. Sometimes the day or time may be different to what the practice member thought and therefore the appointments can be kept in the diary.
2. Take a reason for the practitioner for why the practice member wants to cancel their appointment
3. Offer a solution for the practice member dependent upon the situation- this may than lead to them rescheduling the appointment on the same day or a different one.
4. If the practice member's situation is not likely to be resolved, then ask them if now is a good time for them to reschedule.
5. If the appointment is not rescheduled at the time of the call, then suggest to the practice member that you will call the following day to reschedule the missed appointment.

CA – Blue

Practice Member – Green

Scenario 1 – Car broke down and no transport

Saltash Chiropractic Clinic, this is Kaz

Hi Kaz, it's Veronica Corningstone here. I'm really sorry, I'm going to have to cancel my appointment for this evening as my car has broken down, and it's being towed to the garage

I'm sorry to hear that. Do you know when your car will be ready?

I don't know at the moment.

Do you have an alternative transport method for your appointment, perhaps a friend or family, or a taxi?

I could ask my neighbour Jane to give me a lift.

Ok that's great, so we will see you later on.

Thank you, Bye

Scenario 2 – Feeling unwell

Saltash Chiropractic Clinic, this is Kaz

Hi Kaz, it's Veronica Corningstone here. I'm really sorry, I'm going to have to cancel my appointment for this evening as I'm not feeling too good today, I have a cold.

I'm sorry to hear that. Did you know that getting adjusted helps to boost your immune system, which will allow your body to get better and heal quicker?

If you don't mind me coming in with a cold then I will still come in for my adjustment.

We do not mind at all, your health is our priority.

Ok thank you so much, I will see you tonight.

Ok that's great, so we will see you later on.

Thank you, Bye

Scenario 3 – No childcare

Saltash Chiropractic Clinic, this is Kaz

Hi Kaz, it's Veronica Corningstone here. I'm really sorry, I'm going to have to cancel my appointment for this evening as my childcare has cancelled today, so I have all 4 children with me.

We are a family friendly practice and you are very welcome to bring your children in to the clinic. We have a children's area.

OK thank you for that. If you're sure that is OK I will bring them in.

Absolutely, we look forward to seeing you all later.

Thank you, see you then

Thank you, Bye

Bye

Scenario 4 – Cannot afford care

Saltash Chiropractic Clinic, this is Kaz

Hi Kaz, it's Veronica Corningstone here. I'm really sorry, I'm going to have to cancel all my future appointments. I just cannot afford it at the moment.

OK I understand. Can I book you in for a complimentary catch-up appointment with your chiropractor to discuss your options?

That would be good, as I do need the care.

OK. I will leave your appointments in for now. I have amended your next appointment to a catch up, and this will be at a slightly earlier time of 17.15 if that's ok?

That's ok with me

I will advise Dr Jon of our conversation, and we will see you later on.

OK, thank you, Bye

Scenario 5 – Busy with work

Saltash Chiropractic Clinic, this is Kaz

Hi Kaz, it's Veronica Corningstone here. I'm really sorry, I'm going to have to cancel my appointment for this evening as I'm busy at work.

I understand. Can I fit you in for a different time today or tomorrow instead?

I'm just really busy this week and have some family staying at mine this week.

We are actually open from 8:15am Tuesday, Thursday and Friday through to 6pm on Tuesday and Thursday, if we can accommodate an appointment for you in that time.

Oh, I didn't realise you were open that early in the morning. If you can do something Thursday morning that would be great.

OK, I can offer you 08.15 Thursday morning

Ok thank you, I will see you then.

See you Thursday morning, bye

Thank you, Bye

Scenario 6 – I've already got another one booked for this week

Saltash Chiropractic Clinic, this is Kaz

Hi Kaz, it's Veronica Corningstone here. I'm really sorry, I'm going to have to cancel my appointment for this evening as I'm busy.

I understand. Can I fit you in for a different time today or tomorrow instead?

I've already got another one booked in for Friday this week.

I can see that you are on twice per week schedule and I am not authorised to change your care schedule. We would like to reschedule this appointment to keep you on your care plan and get the best results.

Ok well I could do tomorrow evening instead?

OK, I can offer you a 17.45 tomorrow evening

Ok thank you, I will see you then.

See you tomorrow evening, bye

Thank you, Bye

Scenario 7 – Chiropractor is on holiday and doesn't want to see anyone else

Saltash Chiropractic Clinic, this is Kaz

Hi Kaz, it's Veronica Corningstone here. I am calling, as I would like to cancel my appointment on Monday as Jon is away.

Dr Jon has especially asked that we keep all his practice members on their scheduled plans so that it doesn't affect their healing process. Dr Gemma will be looking after you.

I'm not sure.

Dr Gemma has access to your consultation notes and is very familiar with your case. She has been thoroughly briefed on your case so I can assure you that you will be well looked after. Keeping you on schedule is priority number one to maintain your healing already achieved, as I'm sure you wouldn't want to lose all the changes you've already made, yes?

Yes. OK that sounds great, I do need my adjustment, I was just nervous to see someone different.

Ok that's great, you are in safe hands. We will see you Monday.

Thank you, Bye

Scenario 8- Client does not tell you why they want to cancel appointment

Saltash Chiropractic Clinic, this is Kaz

Hello Kaz, it's Veronica Corningstone here, please could I cancel my next appointment

I can see that we have you booked in today at 6.30pm with Dr Jon, could I take a reason for him why you need to cancel this appointment please?

My Childminder isn't available and so I don't have any childcare.

Are you aware that we have a children's play area in the clinic? We are more than happy to watch your children whilst you come in for an adjustment, would you like me to keep your appointment in the diary?

Ok, that would be brilliant

OR

Hmm, I'm not too sure as my son is quite nervous around new faces and it could be quite stressful.

Ok, Sharon no problem, is now a good time to reschedule the appointment for you?

Yes, that's fine

Brilliant, is an AM or PM best?

AM please

Ok great, so Dr Jon is available on Friday this week, I can offer you a 10.30am or 11.15am

11.15am Please

Fantastic, so I have you booked in with Dr Jon on Friday at 11.15am, we look forward to seeing you

CLIENT ASKS A FINANCE QUESTION

There are different types of finance questions that a client may ask on the phone or at the front desk.

Keep it simple. There are certain financial discussions that you do not need to have with the client.

Front Desk facing client

CA – Blue

Practice Member– Green

Saltash Chiropractic Clinic, this is Kaz

Hi I would like to enquire about your prices to come and see the chiropractor

Our NPE is 120, which consists of an Examination visit and a Care Plan Visit.

How much would it be after that for chiropractic?

Our fee is 55 per session. Would you like me to explain how our New Patient Experience works and then you can decide if you'd like to make an appointment?

Yes Please.

(NPE script)

Ok thank you for your help, please book me in.

Great.

THANK YOU FOR YOUR REFERRALS

As you will already know by now, at Saltash Chiropractic, we are all about gratitude and appreciation for our Practice Members. We like to celebrate and reward each and every Practice Member that refers a friend or family member to us.

Every time a new Practice Member is referred by someone else, we take the name of the person referring at the time of the appointment booking.

To start with, we add the name of the Practice Member that referred them to us on our Thank You board up in the front desk area. It is essential that names are spelt correctly!

Once a week, we will send out thank you cards, which are handwritten along with a lottery ticket as a token of our gratitude.

We have a specific script with use in each and every card and lottery ticket.

“Dear Veronica,

Thanks a million for referring Ron to us! We hope this brings millions more!

We look forward to helping them on their road to recovery and optimum health.

From all the team at Saltash Chiropractic.”

COMPLAINTS SCRIPT

Complaints

Due to the nature of business, every now and then, you may receive a complaint, whether it's financial, clinical or a front desk complaint. There is a process we should use in all cases, whether the complaint was made by phone call or in clinic:

Complaints – In clinic

Practice Member complains and CA takes them to the back
(Recorded in house)

Complaints – Procedure

1. If the Practice Member wants to make a complaint at the front desk, the first thing for you to do is take them through to another room to discuss it away from the front desk and around other Practice Members.
2. Ask the Practice Member what happened
3. Ask the Practice Member what they had anticipated to happen
4. Ask the Practice Member 'Was there anything else?'
5. If it is not something that can be dealt with simply in house, then please report this to head office. Please thank the Practice Member for bringing this to our attention and advise them that we will investigate the matter and get back to them as soon as possible, whether the Practice Member has made complaint on the phone, or in the clinic.

****THE MANAGEMENT TEAM IN HEAD OFFICE IS HERE TO FULLY SUPPORT YOU AND DEAL WITH ANY COMPLAINT ISSUES THAT MIGHT ARISE****

OBJECTIONS and QUESTIONS SCRIPT

As a CA, there are many questions, queries and objections we come across. We tend to spend a lot more time with clients, whether on the phone or in the clinic, so there are many things we get asked. It can be better to just keep it simple. We are here to help you become a knowledgeable CA and confident in answering questions and objections for clients.

1. What is the difference between a Chiropractor and an Osteopath?

Chiropractors specialise in the nervous system and are able to take and read X-rays to assess the root of the problem.

Osteopaths focus on the cardiovascular system and do not take x-rays.

2. What is the difference between a Chiropractor and a Physiotherapist?

Chiropractors specialise in the nervous system and physiotherapists work with soft tissue, muscles and ligaments. The two compliment each other very well.

3. I've seen a Chiropractor before and it didn't help, I would rather see a Physiotherapist.

Our best recommendation is to have a thorough assessment with the chiropractor as they are able to take scans and posture assessments and if they feel that physio would benefit you they will refer you to the physiotherapist at no extra cost.

4. How many adjustments will I need?

This can vary from person to person dependent on the individual health goals. Your practitioner will explain your recommendations based on your results from your examination.

5. Why am I paying £55 for just 3 minutes with the Chiropractor?

The adjustments are very specific and won't take long but the effects of healing in your body last hours afterwards. So the investment is not based on time but results.

6. *What is a subluxation?*

This is the restricted movement of the spine, causing interference on the nervous system which can be caused by physical, chemical and emotional stress.

7. *What do Chiropractors do?*

Chiropractors are trained to detect and remove vertebral subluxation to optimise the function of the nervous system.

8. *Will I need an x-ray?*

X-rays are taken if clinically indicated so it's best to discuss this with your chiropractor.

9. *Is the adjustment safe?*

Yes, chiropractic is drug-free and does not include risky surgery, so it is much safer than taking an over-the-counter pain reliever.

10. *What is the cracking sound during an adjustment?*

Lubricating fluids separate the spinal joints and it can make a sound like a champagne cork popping when the gas is released from the joint.

11. *I'm not in pain anymore, so why do I need to keep coming?*

Pain is a very poor indicator and it's helpful for optimal healing if you follow your chiropractors recommendations

12. *Why do I have to come 3 times per week? Can I just come once a week instead?*

Your chiropractor has recommended this for a reason so I'm unable to change your schedule. You will need to discuss this with your chiropractor.

13. *Can I pay at the end of the month for my sessions or pay in monthly instalments?*

It is company policy that we are unable to run accounts, so your adjustments must be paid for on the day or in advance.

14. *Can I book appointments as I go?*

It is beneficial to pre book your visits as you are then more likely to get times and days you prefer, and it always helps practice members remember their schedule better.

15. *The form is really long, do I have to fill it all out?*

The form is so the chiropractor can do a really thorough assessment to give you the best possible advice.

16. *Why do I need to fill in this progress form, no one said I would be having a test today?*

The form is definitely not a test, it's actually more for the chiropractor to determine what information needs to be shared to give you the best possible care.

17. *I don't like the cracking sound, does Chiropractic hurt?*

The cracking sound is just gas bubbles releasing in the joints and the adjustments are not painful, the more relaxed you are the better.

18. *Why would a baby need to see a Chiropractor?*

Most babies go through upper-cervical/neck trauma during birth even when it's a natural method, therefore they could have subluxations in their spine from birth. Getting checked from a young age can improve development and get their nervous system functioning at the highest possible level. The adjustments for the baby is very gentle and quite different from those for an adult.

19. *Can I have chiropractic care after back surgery?*

Yes. The chiropractor will fully assess you and modify their adjustments according to the area of surgery.

20. *How long will I need to have chiropractic care for?*

It is recommended that after you have relief and stability in your spine, that you continue maintenance care to support the healing process and keep your

nervous system functioning at a high level. The chiropractor will make recommendations based on your examination and preventative care is essential to keep your spine stable.

21. *As my Chiropractor is on holiday next week, can I reschedule my appointments to when they are back?*

It's best to stay on your schedule and just because your chiropractors away it doesn't mean your healing should be compromised.

22. *I cannot make my appointment tomorrow; can I just skip this week?*

Your chiropractor has recommended this schedule for a reason so we would suggest booking another adjustment later this week.

I'm unable to change your schedule you will need to discuss this with your chiropractor

23. *If I want a refund on my pre-payment package, why are the sessions I've already had charged at full price?*

The pre-payment plan is designed to offer you a benefit over the pay per session option. If you decide to discontinue care part the way throughout your pre-payment plan, a full refund will be given at the normal non-discounted price in the event that you do not use all the sessions.

24. *Can you get a stroke from Chiropractic?*

According to research *the risk of a stroke following a visit to a chiropractor's office appears to be no different than the risk of a stroke following a visit to the office of a GP, which of course, is incredibly rare.*

25. *I am used to 30-minute sessions with needles and massage from my old Chiropractor, why is the session only 5 minutes here?*

Chiropractors specialise in the nervous system and physiotherapists work with soft tissue, muscles and ligaments. So we focus solely on our expertise and refer to physios who are experts in their field when appropriate.

26. *I don't want to be in the room with another person being adjusted, can I go in by myself? (OPEN PLAN)*

The rooms are set up this way to allow your spine to relax before your adjustment. No clothing is removed at all and if you ever want to discuss anything confidential with your chiropractor just give us a call before your visit so we can schedule this in the diary.

27. *I've paid for 6 adjustments at full price, can I work this into the price if I pay for a silver plan now?*

We can backdate a care plan up to your 3rd adjustment so we could essentially deduct the cost of 3 adjustments off the silver care plan.

28. *This lady has the same appointment time as me, how can we have the same appointment? (OPEN PLAN)*

The adjustments themselves, although very powerful, don't take long, so the times will vary depending on what each client needs.