

# Lowest Cost Marketing: New Reactivation Language & Proper Team Incentives!



3-26-24 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 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!! Tell everybody at work or home who have the same plan that it works great here! 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!”

## It's a New World! Pay Team More After Patient Is in Chair

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

Obviously, the “prime” appointments offered must FIRST be made immediately available. We must properly compensate the 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 & voicemail...**most would not have. 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. jc