



CORONAVIRUS
(Novel Coronavirus)



Coronavirus Concerns and your Dental Patients

Effective phrasing to use with new patients and current patients calling your dental practice.

The coronavirus has a lot of people nervous these days. That's normal. COVID-19 is on everyone's mind, so it's very possible that new or current patients will ask you about it.

Below are some general phrasing tips. We recommend you check with your legal counsel for specific phrasing.



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3 Tips for Addressing Coronavirus Concerns

TIP #1

Acknowledge the Patient's Concern

People want to feel like they're being heard. If a patient expresses concern about coming in to see you, acknowledge their concern and then address it with compassion.

"We understand your concerns about Coronavirus. We are asking all scheduled patients who are experiencing symptoms of any respiratory virus to call us to reschedule. Specifically, this means anyone who has or recently had a fever and is coughing, sneezing or having difficulty breathing, as well as anyone who has been exposed to someone with the COVID-19 virus. We are seeing only well patients in our office."

TIP #2

Emphasize Compliance with CDC and OSHA

You know that your team follows best practices for optimal health and safety. Share that information with your patients. Here is some general phrasing you can use, assuming that your team follows these guidelines already.

"We always comply with all CDC and OSHA directives for disease prevention and protection. In addition to sterilizing our clinical areas, we are asking our patients to thoroughly wash their hands when they arrive for their appointment and before leaving. You will see plenty of soap and clean disposable hand towels in our bathroom and you will find sanitary hand gel and tissues in every room. These are there for your use and comfort."

"Every single instrument is completely sterilized after every use. Our safety attire, including clinical jackets, face masks, and gloves are changed before seeing each patient."

"You may not realize it, but between patients, the dental assistant wipes down the dental chair and all surrounding surfaces with disinfectant after each patient. This is part of the standard disease prevention protocol and we always do it."



TIP #3

Designate a Team Member to Soothe Fears

Sometimes a person needs some extra reassurance from a clinical team member. We recommend you have a team meeting to designate one or more hygienists or doctors who can call back worried patients. The goal is to ensure those patients understand it's safe to come to your practice and that your team looks forward to helping them have a beautiful, healthy smile.

"If you have a special concern, I will be happy to have one of our clinical team members call you back to answer your questions and see how we can help you."

Converting New Patient Callers

Let's face it: fewer people may be looking for a new dentist right now. That makes every phone call you receive even more important to your success.

People are worried and that magnifies the concerns they may have already about going to the dentist. What you say and how you said it can make all the difference in calming their fears.

Patient Prism can help. We analyze your new patient calls, identify the people who don't schedule, and send you an alert detailing what you can say to win them back – **all within 30 minutes.**

About Patient Prism

Patient Prism provides call tracking and call coaching software designed exclusively for dental practices to improve new patient call conversions and increase dental practice revenue. It provides business analytics, coaching tips, and actionable data to improve staff performance and recapture callers who initially did not book an appointment. In addition, it offers Patient Prism Academy, a learning management system with more than 900 training videos and interviews with dental industry leaders. This gives dental practices a way to consistently provide team members with access to the industry's most respected leaders so they can stay up-to-date on the latest trends and best practices.



FRONT OFFICE GUIDE

Say This, Not That!

Learn how to overcome common concerns and obstacles callers have.

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Make a great first impression.

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DENTAL PRACTICE GUIDE

11 steps to improve new patient conversions on the phone

Remember, callers are looking for services now.

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