



The Ultimate Texting Guide For Scheduling Patients 2020

THIS IS A GUIDE TO GET HIGHER ARRIVAL RATES AND
MORE STABLE APPOINTMENT CONFIRMATIONS
THROUGH TEXTING.

By John Nesbit

Text messages are a very power tool to use in scheduling, but you need to know how to exploit it correctly.

Your first target with every person is simply to get a response. You want to establish a communication line there between you two.

On average 8 or 9 out of 10 will respond eventually, given the right message and persistence on your part. Some patients will respond quickly and with little effort; others might take a 2, 3 or even more attempts.



Basic Rule #1: Use texting only to get on a live phone call.

On follow up texts, all you want to do is get ok for phone call. Don't try to schedule or persuade via text. It's too limited to build the kind of rapport needed to make a firm connection. Text based appointments have a very high no show rate.

Sometimes the communication line goes in immediately, and you connect. Sometimes it takes a little time. But if you continue to text and call and vary your messages as appropriate, you will become more familiar to your prospect and the communication line will develop and strengthen. And you will connect. That how you build a relationship.

In this guide there are some other points for using texting in scheduling.



The 6 Laws Of Texting:

1. Respond immediately: Studies and our top performing clients both agree that you will reach significantly more Leads on your first try if you respond within 5 minutes. Speed is your killer app.

2. Text before you call. Whether you're responding for the first time or reaching out for the fifteenth, text first. These days, virtually everyone texts. And imagine this: 98% of texts are read within 90 seconds. You can be sure that even a Lead who doesn't reply or answer your call, has read your text message. Many people will not pick up an "Unknown" call from someone who is not in their contacts. You are likely not in their contacts so a text before the call will tell them who is calling.

3. Identify yourself. Indicate in your text message that you're responding to their request for help from your office.



4. Your texts should be friendly, professional and, written in the first and second person (I and You). Don't use technical terms. And no exclamations please. Here's a bad example text once sent from an office:

BAD EXAMPLE: "Hi Mr. Smith!! I'm so happy you saw our Facebook ad and reached out to us for help with your sciatica!! Our doctor is awesome at treating sublaxations!! I'll call you as soon as I can to schedule your appointment. Have a GREAT day. :-)."

Yikes! Too many exclamations!! And who the heck (other than you) knows what a sublaxation?!! Well, you get the point.

On the following page, I give a better example of how the staff person should have texted the lead:



Better Example:

Hi Mr. Smith. This is Jan with Citytown Chiropractic. I'm happy you reached out to us on Facebook for help with your sciatica. I'll call you in a minute to answer any questions you have and to schedule a consultation with Dr. Jones, if you like."

5. Persist. Just as a soldier never leaves a man behind, we never leave a patient behind. We persist until we schedule the patient or stop either because they don't qualify or because they no longer need or want our help. So you should continue to text and call, until the person responds.

As one New Patient Scheduler put it recently: "I follow up with my Leads until they buy, cry or die!"



Many Leads will be easy to reach. But some will take work. It's worth putting in the work to persist. They are still interested. Don't assume otherwise. After all, they clicked your ad, and took the time to read about your practice and to fill out a lot of information about their condition. If they're not answering, it's often because they're busy or perhaps even a bit scared of speaking with you.

With a skeptical patient, your Facebook ad might spark a little hope, enough hope to get them to fill out a request for more information or an appointment. But after that...the shadows of doubt close in. And these skeptical patients who suffer from failed help resist your attempts to get in touch. And to that, I say that "Persistence overcomes Resistance." Almost every time.

6. Vary your texts. You can only send the same text just so many times to someone who's not responding. Right? They might respond to the same old message, but it's more likely that they won't.



Rule: Don't be a robot or repetitive.

The first texts should be direct. Tell them who you are, why you're texting and that you will be calling shortly.

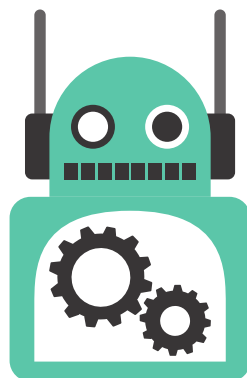
Later texts to patients who haven't responded should be varied. You can ask a question, tell them you've sent an email with more information about your Practice or inform them about a special offer among other possibilities.

Sample Text Messages:

We've produced a number of sample texts below which you can modify and tailor to your practice. They're not in a particular order.

Each has 2 things in common:

- 1) You're identifying yourself.
- 2) Reminding the prospective patient that you're answering their request for help.



SAMPLE: "Hi Mr. Jones. This is Nancy with Citytown Medical. You reached out to us a few minutes ago on Facebook about your bad back. I'm sorry you're in such pain. I'll call you here in a minute to answer any questions you have and to schedule a free consultation with Dr. Smith, if you'd like."

Follow Up Text Examples:

EXAMPLE: "Hi Mr. Jones. This is Nancy with Citytown Medical. You responded to our sciatica ad last night on Facebook. I'll call you shortly to answer any questions you have and to schedule an appointment with Dr. Smith, if you'd like."

EXAMPLE: "Hi Mr. Jones. You reached out to us last night on Facebook. I'm sorry to hear that your back is giving so much trouble. I'll call in a minute with what I hope will be some good news for you. Nancy Drew with Citytown Medical."



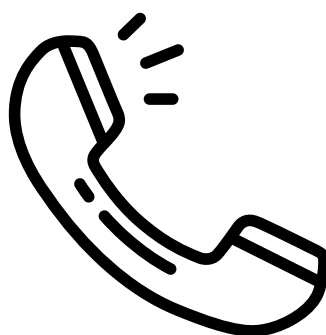
First Call: Patient doesn't answer. Leave a message like this;

"Hi Mr. Jones. This is Nancy with Citytown Medical. You reached out to us a few minutes ago on Facebook. I'm sorry to hear that your back is hurting you so much. Please call me when you have a few minutes so that I can answer your questions and schedule a free consultation with Dr. Smith, if you'd like. You can reach me at _____."

Try to get a response by with a follow-up text like this: "Hi Mr. Jones. This is Nancy again with Citytown Medical. Would you mind If I asked you a few questions about your bad back?"

After Many Attempts, They Aren't Calling Back

A person who is not yet be ready to jump on the phone, might be willing to respond to a text particularly if you show interest in them and their condition.



EXAMPLE: "You reached out to us Wednesday evening on Facebook because of your lower back pain which sounded just terrible. :(Would you mind if I asked you a couple of questions about your back before we speak?"

More Sample Text Messages: For Leads Who Aren't Responding

EXAMPLE: "Hi Mr. Jones. This is Nancy again with Citytown Medical. Last Monday, you clicked our Facebook ad and asked for more about our sciatica pain relief program. I'm just about to call to tell you a little more about it and to answer any questions you have. Which is the best time of day for us to speak for a few minutes?"

EXAMPLE: "Hi Mr. Jones. This is Nancy with Citytown Medical. You reached out to us Wednesday evening on Facebook because of your sciatica. It sounds like you've been in a lot of pain. :(Would you mind if I asked: how long have you been suffering with sciatica?"



EXAMPLE: "Hi Mr. Jones. Wow. It sounds like you've got one bad case of back pain. I'm very sorry about that. Would you mind if I asked: have you been to a doctor yet for your bad back? Best, Nancy Drew with Citytown Medical."

EXAMPLE: "Hi Mr. Jones. This is Nancy Drew with Citytown Medical. We are now accepting new patients into our back pain relief program. Can I call you?"

EXAMPLE: "Hi Mr. Jones. You requested some information last week on Facebook about Dr. Jones' Sciatica Treatment Program. Would you like to speak with someone about your condition before you consider scheduling a complimentary consultation? Best to you, Nancy Drew with Citytown Medical."

EXAMPLE: "Hi Mr. Jones. This is Nancy Drew with Citytown Medical. Are these messages reaching you?"



EXAMPLE: "Hi Mr. Jones. This is Nancy Drew with Citytown Medical. Dr. Jones here asked me to contact you about the back pain you asked for help with. Can I have 5 minutes of your time today for a fast call?"

EXAMPLE: "Hi Mr. Jones. :-) This is Nancy Drew with Citytown Medical. You reached out last Thursday on Facebook about your bad back. I'm sorry we haven't been able to speak yet. Can I call you now?"

EXAMPLE: "Hi Mr. Jones. This is Nancy Drew with Citytown Medical responding to your request for help with your lower back pain. I'll be happy to answer your questions about Dr. Smith's sciatica relief program and schedule a complimentary consultation with him, if you like."

EXAMPLE: "Hi Mr. Jones. This is Nancy Drew with Citytown Medical. Are you ok? I have not heard back from you about the back pain consultation you asked for. Can I call you?"



EXAMPLE: "Hi Mr. Jones. This is Nancy again with Citytown Medical. Just following up on your request for more information about our Sciatica Relief Program. Most people I talk to who have a bad back, have already been to a doctor and want to know what Dr. Smith is going to do that they haven't already tried. Makes sense to me. When would you like for us to chat?"

EXAMPLE: "Hi Mr. Jones, you saw our ad on Facebook not too long ago and asked us to get in touch regarding your back pain. I haven't been able to reach you. Please let me know how you're doing, and if we can be of any help to you. Thank you. Nicole with Citytown Medical."

EXAMPLE: "Hi Mr. Jones. :-)This is Angelica with Citytown Medical. I'm sorry we haven't had a chance to talk about your sciatica yet. Would you like for me to send you a short video on the innovative approach our doctors use to treat chronic back pain?"

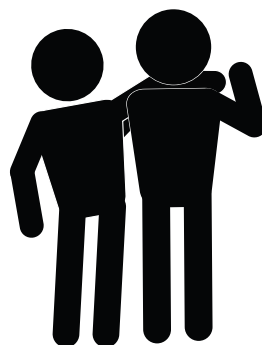
EXAMPLE: "Hi Mr. Jones. This is Nancy Drew with Citytown Medical. I know you must be very busy. My goal is to get people into our office so they can get rid of their pain."



EXAMPLE: "Hi Mr. Jones. You were in terrible pain last Thursday when you reached out to us on Facebook. Would you prefer me to send you some information about Dr. Jones's sciatica treatment program or for us to talk first? Best to you, Angelica with Citytown Medical."

10 Rules For Successful Texting

1. Introduce phone calls to new people with a text.
2. Identify yourself and ask questions.
3. Persist, persist and persist.
4. Start by just getting an answer.
5. Be professional, but friendly.
6. Your only goal of the text conversation is to move it to a phone call.
7. Don't try and schedule via text.
8. Vary your messages and be yourself.
9. Use the information you have (like they have back pain) to make a connection.
10. Never get angry or frustrated via text.



Fanning The Flames Of Hope

Remember, many of these patients have been to other doctors. And yet here they are, reaching out to you for help. Still in pain. They paid good money, but did not get good results. Can you see why they might not jump to answer your first text or call?

They saw your Facebook ad and felt a small measure of hope.

Their hope is but a small flame. Nurture it, care for it and it will grow.

Use this guide, give it to your schedulers and front-desk people and train your staff on it. You don't have to stay in the "need new patients" bubble, all it takes is a consistent flow of appointment requests and trained schedulers.

Good luck Doc,
John Nesbit, Founder
The Customer Factory

Explore Facebook Paid Advertising

The #1 new-patient generator is paid Facebook advertising. Free traffic is good, but it is not sustainable or scale-able as your grow. To learn more about the tool that over 90+ practice owners use to get a consistent flow of new patients through Facebook paid advertising, go to:

thecustomerfactory.net/schedule

