

# Script to Activate a Prospect into a Patient

If you have successfully advertised and promoted a special service and people are actively coming into your center from your community turning them into patients is the key to maximizing revenue.

Here are some dialogues to help achieve maximum results!

## **START HERE:**

*“Hi Mrs. Jones, alright, the ideal program for your current condition will be [describe]. This will deliver the quickest and longest lasting results.”*

### **Patient has health insurance**

Now, you do have two options on how it's paid...

I can attempt to bill the [special service] through your insurance plan, however, if they deny it then it will be your responsibility later. Your second option is to pay up front and take advantage of our 30% discount program and get reimbursed on your own from your insurance.

Which do you prefer?

If you choose to bill your special service through their insurance reimbursement will depend on their review policies. Do not be nervous when talking about money. Patients appreciate it. People hate financial ambiguity. Present the above as matter-of-fact.

### **Patient has health insurance**

Now, you do have a couple of options on how you can pay for it...

You're automatically eligible for our 30% discount program so you are going to get that but if your were to purchase one of our "Packs" you could even bring down the cost more.

Or you can choose to pay-as-you-go for the regular rate minus the 30%.

Which do you prefer?

If they do apprehensive, ask if they are having financial hardship. If they are, let them know of the application and if they qualify you are legally able to discount from your normal fees.