



YOUR CLINIC'S HIDDEN GROWTH ENGINE:

**FRONT DESK TRAINING
THAT TURNS CALLS
INTO PATIENTS**





WHO ARE WE

Nick



Michael





WHAT YOU'LL LEARN

- Convert more patients without increasing ad spend
- Where clinics lose patients before the visit even happens
- Why front desk performance drives growth
- The system, scripts, and metrics that increase conversions
- How to turn your front desk into a patient acquisition engine



Links to **resources** will be provided at the end!





MOST CLINICS ARE LOSING PATIENTS BEFORE THEY EVER WALK IN

20-40%

of potential patients are
lost at the front desk



EVERY INTERACTION MATTERS



Missed calls



Weak responses



Uncertain answers

Each one = a lost patient



**ONE MISSED
CALL
CAN COST
HUNDREDS TO
THOUSANDS
OF DOLLARS**

One Missed Patient
Isn't Just One Visit, It's:

- ✗ Follow-up visits
- ✗ Future care needs
- ✗ Family members visiting
- ✗ Referrals



WHAT IS ACTUALLY BROKEN^{EN}

The system is broken, not your people



- Hiring for friendliness instead of performance
- No scripts or structure
- No tracking or accountability
- Calls treated like interruptions



HOW MUCH ARE MISSED CALLS COSTING YOUR BUSINESS?

Find out with our
Missed Call
Calculator





WHAT DO YOU THINK IS THE BIGGEST ISSUE AT YOUR FRONT DESK?

A Hiring the wrong type of staff

B No scripts or structure

C Lack of accountability

D Calls feel like interruptions



THE MINDSET SHIFT



RECEPTIONIST
=
ADMIN



FRONT DESK
=
**PATIENT
ACQUISITION TEAM**



Same calls, same walk-ins, more patients...

You need to convert what you already have!



THE 4 PILLARS OF A HIGH-PERFORMING FRONT DESK



Hiring for Conversion



Performance Tracking



Scripts That Convert



Ongoing Training



HIRING FOR CONVERSION



STOP HIRING

- Passive personalities
- Order takers



START HIRING

- High energy
- Confident communicators
- Problem solvers



SCRIPTS THAT CONVERT

- Without scripts, staff guess
- Conversations lose direction
- Patients don't commit

Remember:

Structure creates **confidence and conversions**



WHAT MOST CALLS SOUND LIKE:



CALLER:

Do you take walk-ins?

STAFF:

Yeah... I mean... it depends how busy we are...

Uncertainty loses patients



WHAT HIGH-CONVERTING CALLS SOUND LIKE:



CALLER:

Do you take walk-ins?

STAFF:

Absolutely, we can get you in today. Would *TIME* or *TIME* work for you?

Confidence books visits



PERFORMANCE TRACKING

- Call conversion rate
- Missed call percentage
- Booked vs inquiries

Remember:

If you **don't track it, you can't improve it**



ONGOING TRAINING

- One-time training doesn't stick
- Weekly practice builds skill
- Role-play real scenarios

Remember:

Consistency drives performance



**WHAT
HAPPENS
WHEN THIS IS
IMPLEMENTED**

- ✓ More patients from the same traffic
- ✓ Higher staff confidence
- ✓ Better patient experience
- ✓ More predictable growth



**WHICH AREA WOULD MAKE THE BIGGEST
IMPACT IN YOUR CLINIC RIGHT NOW?**

A Hiring better front desk staff

B Implementing scripts

C Tracking performance

D Ongoing training



**THIS ~~ISN'T~~ ABOUT
ANSWERING PHONES**

IT'S ABOUT CAPTURING
opportunities!



YOUR FRONT DESK IS ONE OF TWO THINGS



**A COST
CENTER**



**YOUR MOST
VALUABLE
GROWTH
ASSET**





HOW IS YOUR FRONT DESK CURRENTLY OPERATING?

A Mostly administrative

B Mostly converting

C A mix

D Not Sure



**WE BUILT A
SYSTEM FOR
THIS**

- ✓ Train your team
- ✓ Use proven scripts
- ✓ Track performance
- ✓ Provide ongoing practice tools



TRAINING WITH MICHAEL



Ready to Turn Your Front Desk Into
Patient-Generating?

Includes

- M



Completely
FREE
for Webinar
Attendees!

~~\$1,000~~



RESOURCES



- PDF Slides
- Link to Podcast
- Access to Webinars & Downloads
- Schedule a Call



Q&A

patientcaremarketingpros.com