Scripts

Scripts to increase dental compliance

Use this script to educate pet owners about the importance of dental care and how your preventive care plans can help reduce the financial impact of paying for a dental cleaning.

Who? Reception staff

When? A pet owner calls to schedule an appointment for their pet or checks in.



I see [pets name] is [age] and has not had a dental cleaning in quite a while.



[Share medical needs] One of the challenges with dental issues is that you might not know your pet has a problem until it's quite advanced. Because every pet is different, we recommend pets have their teeth checked during every exam; this way we can schedule teeth cleanings as necessary.

We will include a complimentary dental health evaluation during [pet's name] [visit type]. And if [technician or doctor name] thinks [he/she] needs a cleaning. We can discuss the recommendation with you and schedule any necessary follow-up appointments.



The evaluation

The evaluation is complimentary and no additional services will be provided without discussing with you first.

We understand the up-front cost of a dental cleaning can be a concern, which is why we offer the option to use preventive care plans as a way to cover the costs of dental cleanings. These plans bundle [pet name's] annual preventive care needs like wellness exams, vaccinations, diagnostics and dental cleanings, as well as spread the cost over 12 manageable monthly payments.



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Plan members also receive special discounts like [membership perk or discount]. We can give you information on the program when you come in for [Pet's name] 's visit or you can look through this brochure and ask [technician or doctor name] any questions you might have during your appointment.







Your notes...

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Who? Reception staff

When? A pet owner checks out after the appointment and has not indicated interest in enrolling in a plan.

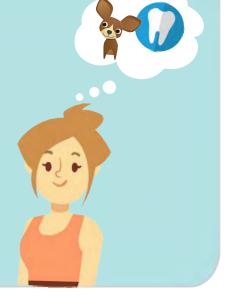


Today's visit comes to [total amount due] and it looks like [pet's name] will need a [dental cleaning] soon which will cost [price].



Many of these services are covered by our preventive care plans and would lower your balance due today. If you enroll now, your total due would be [membership fee + first month payment amount], which covers the one-time membership fee and your first month's payment.

From there, it would be a manageable monthly payment of [dental plan monthly fee]. Would you like to enroll?



If they say...



Great! Let's enroll [pet's name] in a plan today then!



Okay, you can enroll anytime. It's also important to remember that the program only covers future services and can't cover past visits.





Your notes...

