**NEW PATIENT CALLS — SHOPPERS**

Shoppers are potential patients calling to ask how much a service might be.

Some things to know:

1. Many “shoppers,” but not all, have already seen a doctor and been given a diagnosis and treatment plan.
2. If a patient calls to find out the price of a crown or other major procedure, and has already seen another dentist, there is a high probability that they have been treatment planned for more than one crown or major procedures. Most patients will not leave another practice just to save a couple of hundred dollars.
3. Ultimately, you have no idea what this patient needs. To begin with, only your doctor can determine this. And your doctor cannot do this without seeing this patient.
4. Some offices will note quote prices over the phone. Talk to your OM and find out what your office policy is. Statistically speaking, answering the patient’s question to some degree increases the probability that they might schedule.
5. Some practices find shoppers “annoying,” and immediately adopt a negative attitude about them, i.e. “People who call for prices don’t appreciate good dentistry.” This is the wrong attitude. Truthfully, until you speak with this patient you have no idea why they are calling for prices. And keep in mind, a negative attitude comes across when you speak to someone on the phone. So, instead of looking at a shopper as a “bother,” look at the call as an opportunity to add a new member to the roster of patients in your practice. Be friendly courteous and helpful and you may end up with a life-long patient out of the deal!

**Handling a Shopper Call**

How to handle a Shopper call:

1. Get their name and number in case you are disconnected.
2. Find out what’s happening.
3. Ask if they have seen another dentist and if so, have they been diagnosed?
4. Let them know that we can’t tell exactly what they need over the phone, so quoting a price wouldn’t be accurate. The only way to establish an accurate estimate would be to come in to see the doctor!
5. Schedule the patient to come in for a quick “check” or exam with the doctor as soon as possible.
6. Finish filling out the NP Form.
7. If the patient absolutely needs a price to proceed, you can give them a range from low to high for the procedure they are asking about, but again, reiterate that “Let’s get you in to get an accurate estimate,” and get them scheduled as soon as possible with the doctor.
8. Only the doctor can give a diagnosis. And the doctor cannot do so over the phone — so do not EVER attempt to offer any kind of diagnosis over the phone or otherwise!

Please Note: This course, provided by DDS Success, LLC, and its accompanying materials is being provided as suggestions and ideas from which to improve the success and viability of your practice. This is not to be taken as a guarantee that the information provided is appropriate to your practice. Due to the high ethical standard in business expected of DDS Success, LLC clients, it is assumed that each client and/or their staff would observe and follow applicable laws relating to employment, taxation and general business. Each practice, their owners, officers and staff are individually responsible for ensuring that any system implemented complies with the applicable federal, state and local laws, rules and regulations governing the place in which your practice is located. These suggestions do *not* constitute legal advice. You should seek advice from your own legal advisors as to what is appropriate to implement in your practice, prior to implementation. DDS Success, LLC is not responsible for any claims, real or otherwise, associated with this material and information or any part thereof.