**Outbound Call Script**

 **Updated 7/17/2020**

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**For Annual Evaluations for Current patients**

“Hi \_\_(Patient Name)\_\_\_, this is Carolyn, from Miracle Ear! I am calling on behalf of \_(Your provider)\_

at the \_\_(your location)\_\_ office , how are you?”

**Let them respond… listen to the patient and have a conversation.**

“Well, \_\_(Patient Name)\_\_, I see from our records that you have not had an Annual Evaluation since\_\_\_(Year of last Annual)\_\_\_\_\_\_, I would love to get you in and get this updated for you.

“It’s important to get an up to date screening to make sure that we are helping you the best we can with your current hearing needs as they do change over time. “

“I have an opening at \_\_\_ at \_\_\_\_ does that work for you and your (significant other)?”

**Current Patients who have not been in the office the past 6 months**

“Hi \_\_, this is Carolyn, from Miracle Ear! I am calling on behalf of \_(Your provider)\_

at the \_\_(your location)\_\_ office , how are you?

**Let them respond... listen to the patient and have a conversation**

“ Well, \_\_(Patient Name)\_\_, I see from our records we have not seen you since\_\_\_(Last Appointment date)\_\_\_\_\_\_, it’s time to get you in and get your HA’s cleaned. It’s our promise to see you every few months to make sure that your HA’s are working they best they can for you. When they’re in your ears as often as they are, we really like to get a deep clean scheduled for you every 3 months. What time works best for you?”

**Competitive Patients**

“Hi \_\_, this is Carolyn, from the \_\_\_\_\_ Miracle Ear office how are you?

I understand that you don’t currently wear our HA’s, but I want you to know that as a courtesy, we do offer free cleanings to all HA wearers. It’s very important that we can serve anyone out in the community that needs us. When was the last time you got a good cleaning on your HA’s?

**Let them respond.**

I ask because for optimal use, it’s recommended to get them deep cleaned once every 3-4 months.

**Get them scheduled if they agree!**

**Converting Quality C&C’s into Annuals (For OH or other)**

“Hi \_\_, this is Carolyn, from Miracle Ear! I am calling on behalf of \_(Your provider)\_

at the \_\_(your location) \_\_ office , how are you?

**Let them respond... listen to the patient and have a conversation**

“It looks with we have you on the calendar on \_\_(date and time) \_\_\_, but I also noticed that you’re overdue for your annual evaluation, let’s kill 2 birds with 1 stone and get you in for both, this way we can update our records AND make sure that you’re hearing the best you can with your current devices.”

**For OH**

“You’re in luck, next week we have someone from our factory who is coming to demonstrate new technology, would you like to take advantage of that while we are updating your records. “

**DO NOT SPEAK, let them respond**