

EP. 29 What Is the 5-Star Challenge?

We've talked about how important new patients are to growing your hygiene department. The 5-Star Challenge is process we use to certify your front desk team to answer your phones and ultimately increase new patients. This process is fail proof and makes it so much easier for your team to get new patients through your door to increase size and frequency of purchase.

Elements of the 5-Star Challenge:

- 1. Greeting** – Be warm and friendly! Smile when you answer the phone. This is their first impression of your office.
- 2. Answer Question** – Answer their questions without verbal vomit but enough to move them forward.
- 3. Transition** – After you answer their question, you need to take control of the conversation.
- 4. Offer them an appointment** – Give them options to schedule without asking, "Did you want to schedule?" Be aware of your schedule going into that phone call.
- 5. Data capture** – Get their name and number to call them back if they don't schedule. It's a lead!

We've used this system for years and it has generated thousands of new patients.

If it's been a while, or you've never had the 5-Star Challenge, visit www.schedulinginstitute.com and request yours!