

5 MOST COMMON FRONT DESK MISSTEPS AND BEST PRACTICES TO OVERCOME

Front Desk Missteps

Without proper front desk training, we have found our practices are often challenged by the 5 most common front desk missteps:

- » Not passionate about the CoolSculpting® procedure - the front desk has not been treated to transformation
- » Consultation over the phone
 - Assume that the prospective patient is calling to ask questions
 - Assume all of the prospective patient's questions should be answered over the phone by the front desk
- » Ask "Yes" or "No" questions
- » Addressing the question of price over the phone
- » Practice does not have an appointment booking goal for the front desk

Best Practices

- » Treat the reception staff with Treatment to Transformation™
- » Assume that every phone call wants to book an appointment for a consultation
- » Do not do the consultation over the phone
- » Do not ask "yes" or "no" questions
- » Ask assumptive phrases (refer to Front Desk Script on CoolNet®)
- » Avoid the question of cost
- » Develop and use the "Practice Uniqueness" in the phone call
- » Book the consultation appointment
- » Set a follow up call with the CTL before the consultation

Front Desk Best Practices

Suggested Script for a CoolSculpting® Patient Call

A patient's initial interaction with the front desk staff has a profound impact on the patient's reception of the CoolSculpting® procedure. An effective and efficient call with your front desk staff also sets up your CoolSculpting® providers for a successful patient consultation. Open-ended probing questions help the patient articulate their problem areas, goals, and potential roadblocks. The suggested script below is based on best practice in our top CoolSculpting® practices.

STAFF MEMBER: Good day thank you for calling (name of practice), this is (name of staff member). How may I help you?

PROSPECTIVE PATIENT: My name is Mary Smith and I was calling about the CoolSculpting® procedure.

STAFF MEMBER: Great! I just had the CoolSculpting® procedure done two months ago. My results are great - I love it! You'll love the results, too.

How did you hear about the CoolSculpting® procedure?

PROSPECTIVE PATIENT: (Indicates source)

STAFF MEMBER: How did you hear about our practice?

PROSPECTIVE PATIENT: (Indicates source)

STAFF MEMBER: What made you interested in the CoolSculpting® procedure?

PROSPECTIVE PATIENT: (Indicates reason)

STAFF MEMBER: What days of the week work better for you for your complimentary consultation with our CoolSculpting® Specialist?

(Suggestion: Offer options in the coming week, such as "Does Monday or Wednesday work better for you?")

PROSPECTIVE PATIENT: Wednesday works better.

STAFF MEMBER: Do you prefer mornings or afternoons?

PROSPECTIVE PATIENT: Afternoons.

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STAFF MEMBER: Great! I have possibilities for you to come in for your consultation on Wednesday afternoon at 1:00pm or 4:00pm. Which works better for you?

PROSPECTIVE PATIENT: 4:00pm this coming Wednesday works best for me.

STAFF MEMBER: Wonderful, we are looking forward to seeing you then! In the meantime, our CoolSculpting® Specialist would like connect with you before you come in.

Could you please provide me the best contact information for the CoolSculpting® Specialist to reach you within the next 48 hours?

PROSPECTIVE PATIENT: My best contact number is (123) 456-7890.

STAFF MEMBER: Good, then please expect to hear from (name of CoolSculpting® Specialist that is going to do the consultation) within the next couple of days!

We are delighted that you have chosen our practice for your CoolSculpting® procedure. You will not be disappointed – our practice is the first in the area to offer outer thigh treatments.

(Suggestion: Craft and insert your practice uniqueness around CoolSculpting®, such as: “We have treated thousands of patients” or “Our practice was one of the original investigators on the technology”, etc.)

Important notes to consider:

If a patient asks about the cost of the CoolSculpting® procedure:

- » Avoid the conversation if at all possible.
- » If not, then explain:
 - “This procedure requires a custom treatment plan for each patient and without seeing you, it is impossible to provide you with the proper treatment plan.”
 - “The initial cost of a single treatment is \$xxxx, but there is a discount offered based upon the treatment package.”

Important notes to consider:

If a patient wants you to conduct the CoolSculpting® consultation over the phone:

- » Do not perform the consultation over the phone!
- » Continue to re-focus the prospective patient on the fact that the CoolSculpting® Specialist is the expert and is far better prepared to answer their questions. This is one of the purposes of the follow up call by the CoolSculpting® Specialist.

If a patients ask about results, pain or downtime:

- » This is a great reason to ensure that the Front Desk Staff has experienced a CoolSculpting® treatment so that they can confidently share their own experience and/or results.
- » A brief response such as - I was treated and I was extremely pleased with the results or that I was able to go back to work that same day.

If a patient asks about "How it works":

- » You should have a 30-second response rehearsed, such as:
 - "CoolSculpting® is an amazing technology that uses controlled cooling to freeze your fat cells. Once treated fat cells are frozen, the body naturally processes the fat and eliminates these dead cells."

Did you know?

The CoolSculpting® patient brochure and consultation guide include answers to most commonly asked patient questions. They are a great reference tool for the Front Desk Staff.

*CoolSculpting® is the treatment doctors use most for nonsurgical fat reduction.

The CoolSculpting® procedure is FDA-cleared for the treatment of visible fat bulges in the submental area, thigh, abdomen and flank, along with bra fat, back fat, underneath the buttocks (also known as banana roll), and upper arm. It is also FDA-cleared to affect the appearance of lax tissue with submental area treatments. COOLSCULPTING® and its design are trademarks of ZELTIQ Aesthetics, Inc., an Allergan affiliate. © 2018 Allergan. All rights reserved. IC01756-C