

# Front Desk Script and Frequently Asked Questions



## 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** ..... "Thank you for calling [Name of Practice], this is [Name of Staff Member]. How may I help you?"

**PROSPECTIVE PATIENT** ..... "I was online and saw an ad about CoolSculpting®, and I was wondering if you offer it."

**STAFF MEMBER** ..... *Insert practice uniqueness provided by your physician(s)*  
"Wonderful! You've called the right place! We're proud to be the only certified CoolSculpting® practice in the city. And we've done hundreds of treatments."

### Collect name and number on the Call Conversion Sheet

"Just in case we get disconnected, may I please have your name and phone number?"

**PROSPECTIVE PATIENT** ..... "Yes, my name is Mary and my number is 555-555-1234."

**STAFF MEMBER** ..... "Great! Thank you!"

### CoolSculpting® 15-second Elevator Pitch

"CoolSculpting® is the world's #1 non-invasive fat-reduction procedure\*. It's an innovative way to contour your body by freezing unwanted fat away with no surgery or little to no downtime."

### Personal Story

"I just had the CoolSculpting® procedure done two months ago on my abdomen. My results are great - I love it! You'll love the results too."

"What questions do you have that I can answer for you?"

**PROSPECTIVE PATIENT** ..... "Does it hurt? How long does it take to see the results?"

**STAFF MEMBER** ..... "Great questions! When I had my treatment, the cold numbs the treatment area and you might feel some tingling. But as soon as the treatment started, I was able to watch TV and catch up on my favorite shows. After the treatment, I started seeing results about a month later. Most patients see their results between one and three months."

**STAFF MEMBER** ..... "What made you interested in the CoolSculpting® procedure?"

**PROSPECTIVE PATIENT** ..... [Indicates reason]

\*CoolSculpting® is the treatment doctors use most for non-invasive fat removal. Results and patient experience may vary.

**PROSPECTIVE PATIENT** .....*"How much does it cost?"*

**STAFF MEMBER** .....*"CoolSculpting® is a highly customized procedure, and I would not be able to quote price over the phone without our CoolSculpting® Specialist assessing you first. Our CoolSculpting® Specialist would meet with you privately to develop a custom treatment plan that meets your personal goals. Most of our patients want multiple treatments in order to achieve their ideal outcome and we offer package pricing so that you can save money with multiple treatments. Our practice also offers CoolSculpting® patient financing powered by GreenSky\*."*

*"I'd love to get you in for your complimentary consultation with our CoolSculpting® Specialist, Amy. We have new patient consults open on Wednesdays and Thursdays; which day works better for you?"*

**PROSPECTIVE PATIENT** .....*"Wednesday works better."*

**STAFF MEMBER** .....*"Do you prefer mornings or afternoons?"*

**PROSPECTIVE PATIENT** .....*"Afternoons."*

**STAFF MEMBER** .....*"Great! I have possibilities for you to come in for your consultation on this 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, Amy, would like to connect with you before you come in. Is (555) 555-1234 the best number for the CoolSculpting® Specialist to reach you within the next 48 hours?"*

**PROSPECTIVE PATIENT** .....*"Yes it is."*

**STAFF MEMBER** .....*"Good, then please expect to hear from Amy within the next couple of days! When Amy calls, she will be happy to answer any additional questions about CoolSculpting® that you may have."*

*"We are delighted that you have chosen our practice for your CoolSculpting® procedure. We can't wait to see you on Wednesday at 4:00pm."*

## FREQUENTLY ASKED QUESTIONS

### Q WHAT IS COOLSCULPTING®?

Rehearse a 15-second "elevator pitch", such as:

A *"CoolSculpting® is the world's #1 non-invasive fat-reduction procedure\*. It's an innovative way to contour your body by freezing unwanted fat away with no surgery or little to no downtime."*

### Q IF A PATIENT ASKS ABOUT "HOW IT WORKS":

Rehearse a 15-second "elevator pitch", such as:

A *"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."*

\*CoolSculpting® is the treatment doctors use most for non-invasive fat removal. Results and patient experience may vary.

**Q WHAT'S THE COST?**

Cost is best discussed during the consultation process; avoid the conversation about the cost on the phone. If not, then explain:

**A** *"CoolSculpting® is a highly customized procedure, and I would not be able to quote price over the phone without our CoolSculpting® Specialist assessing you first. Our CoolSculpting® Specialist would meet with you privately to develop a custom treatment plan that meets your personal goals. Most of our patients want multiple treatments in order to achieve their ideal outcome and we offer package pricing so that you can save money with multiple treatments."*

**Q HOW MANY TREATMENTS DO I NEED?**

Do not perform the consultation over the phone! Instead, re-focus the patient to discuss this question with the CoolSculpting® Specialist.

**A** *"That's a great question. The CoolSculpting® Specialist is the expert and is far better prepared to answer your questions."*

**Q WHEN DO I SEE RESULTS?**

This is a great reason to ensure that the Front Desk Staff has experienced a CoolSculpting® treatment. They can confidently share their own experience and/or results, such as:

**A** *"I saw my results after about a month; most patients see results between one to three months."*

**Q IS THERE ANY PAIN OR DOWNTIME?**

This is a great reason to ensure that the Front Desk Staff has experienced a CoolSculpting® treatment. They can confidently share their own experience and/or results, such as:

**A** *"I felt very comfortable during my treatment and was able to catch up on some TV shows."  
- and -  
"I was able to go back to work that same day."*

\*Allergan is not responsible for any aspect of the patient financing. All questions about the financing terms should be directed to GreenSky Patient Solutions®.

GreenSky Patient Solutions® Loan Program financing is provided by participating lenders that are federally insured, federal and state-chartered financial institutions providing credit without regard to age, race, color, religion, national origin, gender, or familial status. GreenSky, LLC and its wholly owned subsidiaries service the loans on behalf of participating lenders. NMLS #1416362. GreenSky Patient Solutions® is a registered trademark of GreenSky, LLC. All rights reserved.

**\*CoolSculpting® is the treatment doctors use most for non-invasive fat removal. Results and patient experience may vary.**

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.

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