

Call Scripts for Day of Free Screen Appointment Ads (GPE)

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Physical Therapy Call Script Information

Awareness notes for people talking to leads: people signing up for an appointment on the landing page typically have shoulder, back or knee pain or know that physical therapy is a solution for their current musculo-skeletal issue.

Add a sense of urgency that the practices are busy and appointments are filling up. You don't want them to miss out on improving their health.

Every area and practice is different. Be sure to tailor and test various strategies.

Call unresponsive leads at least 7 times. For each unanswered phone call, leave a voicemail after each failed call attempt. Follow up each voicemail with a text.

Call Schedule

Call leads multiple times on the first 3 days to improve conversion rates. Follow up most calls with a voicemail and text. Data shows that 40% of connections are made after the 5th call. Call unresponsive leads at least 7 times. Here is a sample call schedule:

- **First Day They Sign Up:** Call immediately after BOOM email. For unresponsive leads, call 2 more times throughout the day. Leave a voicemail and send a text.
- **Second Day After Sign Up:** Call 2 times (spaced times). Leave voicemail once and send 1 text again.

- **Third Day After Sign Up:** Call 1 - 2 times.
 - **Day Before GPE (or their free screen appt):** Reminder call and/or text.
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Physical Therapy Scheduling Call

#1 Introduction (Learning About Them)

Hi **<First Name>**, this is **< Your Full Name>** calling from **<Practice Name>**. How are you today?

[Wait for response]

Great! I'm calling today because I saw you were interested in scheduling a free assessment appointment with one of our physical therapists. Can you tell me a little bit more about what's causing your pain and what it stops you from doing?

[Listen to what their primary complaint is. Show empathy]

[Ask follow up questions]

- What is your pain stopping you from doing?
- Are there any activities that increase your pain?
- What have you done so far to help with their pain?
- How long have you been dealing with this?

#2 Educating them about Physical Therapy

<First Name>, that's very helpful for us to know. I'm sorry to hear that you've had these issues. Luckily, our doctors have experience helping patients with similar challenges get back to a pain-free life. During your free 1-1 appointment, we'll design a plan of care specifically for you to help you get back to normal and **<and - what their pain stopped them from doing>**.

Let me see if I can squeeze you in for an earlier appointment than we listed in our ad.

#3 Scheduling their Appointment

Ideally, schedule their appointment in the next day or two.

Do you prefer mornings, afternoons, or evenings?

[Wait for response]

What day works best for you to come into our office for your free screening appointment?

[Collect necessary information for the appointment]

So to confirm, we have you scheduled for **<date/time of appointment>**. During your appointment, we'll go over your challenges and start getting everything in place to develop a treatment plan just for you.

It looks like the appointment confirmation went through on my end. You should have received a text and email.

Well, thank you for taking the time to chat with me today. I'm very excited that you're going to get the chance to get some help with **<issues they mentioned before>** and get you back to **<what they said they wanted to be able to do again before>**. Physical therapy is so valuable because it can get rid of your pain and challenges without surgery and medications.

Please let us know in advance if you aren't able to make your scheduled appointment. Our schedules do fill up quickly and we want to make sure anyone who wants an appointment is able to schedule one. We take your health concerns very seriously so in return we just ask that you respect our appointment time so we can help you take control of your health. Is that fair?

[Let them agree that it is fair]

Great, we will see you at **<date/time of appointment>**.

Voicemail Follow Up

Hello **<Registrant's First Name>**, this is **<Your Full Name>** from **<Practice Name>**.

I'm just calling because I saw you were interested in scheduling an appointment with our expert team of physical therapists. Physical therapy is a great way to get rid of your pain and challenges without surgery and medications. So if you're frustrated with your health, in pain, or just struggling with a certain activity, give us a call back at **<Phone Number>**. We can help you get your health back on track.

Again, it's **<Your Full Name>** from **<Practice Name>** at **<Phone Number>**.

Thanks and have a great day.

Text Follow Up

Use this after leaving a voicemail.

Hello **<Registrant's First Name>**, this is **<Your Full Name>** from **<Practice Name>**.

I saw you were interested in our Free Appointment Day on **<GPE Date>**. I wanted to get you set up for that free appointment. Is there a good time to give you a call?

Texting Scripts (for people that don't want to get on a call with you)

Use this to schedule a Free Screen for people that prefer to text.

Text 1 Introduction (Learning About Them)

Hello **<Registrant's First Name>**, this is **<Your Full Name>** from **<Practice Name>**.

I saw you signed up for our Day of Free Screens. What kind of pain are you experiencing?

Text 2 Educating them about Physical Therapy

I'm sorry to hear that you're in pain. During your free screening appointment, you'll learn more about what's causing your pain and we'll develop a treatment plan just for you.

Text 3 Scheduling their Appointment

I know **<Therapist's Name>** has some time this week. Do you prefer mornings, afternoons, or evenings?

Frequently Asked Questions

Do you accept insurance?

Yes, we do. They'll go over specific carriers with you at your appointment.

How much does it cost?

The 1-1 appointment we're scheduling today is free. Once our team has assessed and evaluated your case, they will recommend a personalized treatment plan that will most effectively fit your needs.

What will happen during the 1-1 appointment?

A member of our team of expert physical therapists will discuss the history of your pain, symptoms and what successful treatment looks like for you so we can help you get back to normal naturally.

Front Desk Cheat Sheet: Answering Inbound Calls from Leads

KEY FOR SUCCESS:

Be informative, confident, and helpful. Talk to these leads like a family friend in pain.

PROCESS:

1. Determine why they're calling.

Did they sign up for an event or just saw your ad online?

2. Thank them for reaching out.

This lead is being proactive! Acknowledge that.

3. Ask for their name.

Look them up in Launchpad. Add as a contact if needed.

4. Ask about their pain.

5. Ask how their pain impacts their life.

6. Empathize.

7. Give details for their appointment OR for the workshop .

- a. Ask for mailing address if coming to the workshop so you can send them the workshop worksheet in the mail.**

FAQ's:

- What is the workshop about?
- When is the upcoming Workshop (date/time)?
Include next workshop date just in case the upcoming date/time doesn't work for them.
- How long will the Workshop last?