



# **Own the Phone: Proven Ways of Handling Calls, Securing Appointments, and Growing Your Healthcare Practice**

*Spencer Peller*

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Healthcare Practices, Turn Your Phone Into A Growth Machine

New book offers proven methods for securing appointments and expanding practice growth through smart use of your phone.

Foreword by Dr. Hal Ornstein

The phone rings non-stop at your medical practice, and sometimes it seems like all you can do is put up with the incessant work it creates. Practice leaders struggle to develop proper phone strategies for staff but often give up before they've found the right ones. Sometimes, they simply move the phone answering function to a back room and try to ignore the noise.

But thinking that way is a mistake. Every day, potential buyers call your practice, and too often, experience poor customer service, which turns them away. Inefficient phone handling also frustrates existing patients and hurts patient retention. All told, poor phone management causes practices to lose much-needed appointments and revenue more often than they suspect.

Luckily, there's a way to turn this situation around. In **Own the Phone: Proven Ways of Handling Calls, Securing Appointments, and Growing Your Healthcare Practice** author Spencer Peller offers a detailed plan for phone improvement which can generate quick results for any medical practice. This includes in-depth instructions on how to set up office phones to your best advantage.

The telephone is the lifeline of your practice. No matter what technology or medium exists today that allows patients to communicate with you and your staff, or how easy it has become for them to learn more about your practice from the Internet, the phone still sits front and center as the key ingredient in their doctor selection process.

**Own the Phone** provides high-level strategies to change the behavior of each member of your team and phone handling best practices that can be put in place quickly and easily (and made repeatable for everyone in the organization), as well as strategies for training.

It also includes invaluable ready-to-use phone scripts that can be used immediately to dramatically increase the value of each inbound phone call to your organization. What's more, the book can be used by all members of your practice team, from the practice owner to the office manager, staff member answering phones and anyone else who interacts with the public, serving up solutions that work for everyone.

Foreword by Dr. Hal Ornstein Chapter 1: The Internal Commitment Required to Deliver Amazing Phone-based Service Chapter 2: Preparing Your Office for Phone Success Chapter 3: Core Requirements on Every Call Chapter 4: Developing Your Inbound-Call Scripts Chapter 5: Scripts for General Phone Handling Within Your Offices Chapter 6: The Front Desk's Role in Selling Services Chapter 7: Handling the Tougher Callers Chapter 8: Bad Habits to Look Out For Chapter 9: Ongoing Training and Development Chapter 10: BONUS WORKSHEETS What Your Callers Expect The 5 Key Ingredients of a Proper Phone Greeting How to Close Out a Call How to Place a Patient on Hold How to Take a Message How to Transfer a Call How to Handle an Angry Patient What a New Patient Requires

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