

Mastering Phone Communications Call LASIK 1

Video Script

Practice: Thank you for calling The LASIK Center of Colorado, this is Nancy, how may I assist you today?

Patient: I was calling to find out what you charge for LASIK?

Practice: Great, we'd be happy to help you with that. May I please start with your name?

Patient: Sure, it's Gary Smith.

Practice: Thanks Gary, let me connect you with Sandy, our LASIK Advisor, and she will be able to assist you.

(On hold for less than 15 seconds, or a live transfer)

Practice: Hi Gary, my name is Sandy, and I'm a LASIK Advisor. How are you doing today?

Patient: Great.

Practice: I understand that you're interested in finding out about the cost of LASIK. I'm happy to provide you with LASIK pricing information, and answer any other questions you may have. Just in case we get disconnected, what is the best number to reach you at?

Patient: 303-485-5556.

Practice: Great, so to confirm its 303-485-5556. If you don't mind me asking, how did you hear about our practice?

Patient: I heard an ad on the radio.

Practice: Perfect. Well to answer your question, at the LASIK Center of Colorado, our prices for LASIK range from eighteen hundred to twenty-four hundred dollars per eye. As you heard on the radio, we are currently offering a thousand dollars off our *LASIK* procedure, All-Laser-LASIK which is a completely customized procedure based on your individual eyes. This would bring the price to nineteen hundred dollars per eye. We also offer interest-free financing for LASIK which brings the cost of the procedure to around eighty-one dollars per eye, per month, for two years. When you visit the practice, you and Dr. Jones will review all your options and together make the decision that is best for you personally.

Patient: Okay, boy, that's a little more than I thought it would be.

Practice: A couple key things to remember when researching LASIK providers is that Dr. Jones is a Corneal Specialist, which means that he has additional training in the specific part of the eye where LASIK is performed. Also, we only offer the most state-of-the-art technology including All-Laser-LASIK. It's also important to consider what's included in the cost of the procedure. Our prices include all of your pre-operative visits and testing, the actual LASIK surgery, a year of follow-up care after the procedure. Do you wear glasses or contact lenses?

Patient: Contacts.

Practice: Well, here is something else to consider, I know that LASIK can seem like a large expense up-front, but please keep in mind that there may be a lot of long-term financial benefits, especially when considering the annual expense of contacts and back up glasses.

Patient: I guess that's one way to look at it.

Practice: How long have you been considering having LASIK?

Patient: Oh, I guess for about the past six years.

Practice: What's stopped you from moving forward sooner?

Patient: A couple things. I didn't think I could afford it, and to be honest, I'm pretty nervous about the whole thing.

Practice: Well, if it makes you feel better, millions of people have had LASIK, and Dr. Jones has performed over a thousand LASIK procedures so far this year alone. But you're right; deciding on LASIK is a very important decision. What was the tipping point for you to finally call today?

Patient: Well, I have allergies and my contacts are driving me nuts.

Practice: Yeah, I hear that a lot. Having LASIK can't get rid of your allergies but may help with the irritation you are having from your contact lenses. What fun activities do you like doing outside of work?

Patient: I'm pretty active; we do a lot of hiking, swimming and camping. I also play a lot of golf which triggers my allergies and my contacts are continually drying out. I'm finding myself wearing glasses more and more, which I hate.

Practice: Well, it sounds like you have a very active lifestyle, so you've made a good choice in considering LASIK. What I recommend, and what may work best for you, Gary, is to visit our practice for a complimentary consultation. This will give you an opportunity to meet Dr. Jones and our staff, ask any questions you may have, as well as allow us to perform a series of measurements to determine what procedure is best for you. The consultation normally lasts around forty-five minutes. Is there a day of the week that works best for you?

Patient: Well, I work Monday to Friday which may make things difficult. Is this appointment free?

Practice: Yes, the consultation is completely complimentary. The nice thing, Gary, is we offer extended hours on Tuesdays and Thursdays for this specific reason. Would you be able to make a five-thirty appointment?

Patient: I should be able to make that.

Practice: Great. How would Tuesday, September 15th work for you?

Patient: I can make that work.

Practice: Perfect. Let me just reserve this time for you. Have you visited our website?

Patient: Not yet.

Practice: Well, when I send your appointment confirmation I will include a link to our website which has a lot of useful information. I'll also include some additional information for you to review prior to your consultation. Can I get your email address?

Patient: Sure, it's gary.smith@gmail.com.

Practice: Okay, so it's gary.smith@gmail.com. One last thing, may I have your mailing address?

Patient: It's 5555 First Avenue, Denver, CO 88888

Practice: Perfect, got it, 5555 First Avenue, Denver, CO 88888. So just to recap, we have you scheduled for a complimentary consultation on September 15th at five-thirty. I will email you all of this information, and if you think of any additional questions after we hang-up, my direct line is 303-555-5555 and once again, my name is Sandy.

Patient: Okay, thanks for all your help.

Practice: It's been a pleasure speaking with you Gary, and I'm looking forward to meeting you in-person on the 15th. Thank you for choosing the *LASIK* Center of Colorado. Take care.

Patient: Bye.

Practice: Bye.

It is important to inform patients and potential customers about the safety aspects of the procedure. LASIK is a procedure with potential risks and may not be suitable for everyone.