



Sample Dental Messages-On-Hold™ Scripts

INTRODUCTION

Messages-On-Hold™ is an effective vehicle for dentistry institutions to promote new services and provide information that educates and guides patients. This document provides an example of an actual Messages-On-Hold™ script for a dental practice, as well as a compilation of individual sample messages for a variety of dental institutions, including:

- Cosmetic Dentistry (bilingual)
- Dental Spa
- Dental Laboratory

These examples are intended to provide a starting point for thinking about your own messaging. We are happy to provide additional examples and work with you to tailor your messages to your organization's unique services.

A TYPICAL MESSAGES-ON-HOLD SCRIPT FOR A DENTAL PRACTICE (Full Script)

ABC Dental Care is now XYZ Family Dental. Same practice, same doctors, just a new name. *(pause)* At XYZ Family Dental, we offer a wide range of family dental services including preventative, fillings, crowns, braces, root canals, cosmetics, and much, much, more! Whether you need a routine cleaning, a simple filling, or more comprehensive dentistry, we make every effort to ensure that your treatment is complete, comfortable, and affordable. All services are provided by licensed general dentists.

For your convenience, XYZ Family Dental has two offices one in <Yourtown> on Main Street just south of Cross Street and the other, in Nearville, on the corner of Park Rd and State Highway 296. For contact information, directions and much more visit us at XYZFamilyDental dot com

Thank you for holding. We will return as quickly as possible to attend to your call.

Many people are anxious about going to the dentist. To help you feel more comfortable, we offer nitrous oxide, otherwise known as laughing gas, and pre-medication with anti-anxiety medications.

(pause) **And**, don't forget to relax in our massage chair.

Ask one of our knowledgeable and friendly representatives for more information when we return to the line in just a moment.

At XYZ Family Dental, we use the Diagnodent *(pron: die-AG-no-dent)*, a laser cavity detector that allows us to identify and treat cavities earlier therefore minimizing the size of fillings, and sometimes eliminating the need for shots. As a result, more tooth structure is retained, and the long-term health of the tooth is increased.

Have your teeth shifted since having braces as a teenager or have you just always wanted straighter teeth? If so, Invisalign is a wonderful option, especially for adults! It requires no wires or brackets and can help you get that smile you have always wanted. Be sure to ask your doctor if Invisalign is right for you.

Thank you for calling. Please hold and we will be with you as quickly as possible.

ABC Dental Care is now XYZ Family Dental. Same practice, same doctors, just a new name. We accept most insurance plans and we also offer a variety of financial options including payment by credit or debit card. We also offer financing through Care Credit. If you have dental insurance, you know that it can be very complex. Our experienced team can provide valuable assistance in helping you understand and maximize your benefits. *(pause)*

XYZ Family Dental also offers a wide variety of cosmetic services designed to enhance your smile. Please ask us about whitening, bonding and porcelain veneers, when we return to the line in just a moment.

XYZ Family Dental is going wireless! We are excited to offer Invisalign, the invisible way to straighten your teeth. Invisalign provides the opportunity to straighten your teeth without wires and brackets. Check out our wireless plan with a free consultation.

XYZ Family Dental welcomes new patients and take we pride in the fact that most new patients are referred by our existing patients. We thank you for your continued expressions of confidence. For more information about our practice, or answers to frequently asked questions, you may also visit us at XYZFamilyDental dot com.

It seems everyone's going digital these days... At XYZ Family Dental, we have used digital x-rays for several years. What does that mean to you? Significantly less radiation and a greater ability to diagnose problems, while they are still small. With digital x-rays, the benefits to your health are clear.

Please hold for just a moment, and we'll give your call all the time you need.

Your smile is one of the first things people notice. At XYZ Family Dental, we offer rapid in-house whitening! You can enjoy a brighter smile with just a single rapid whitening appointment. This also includes a custom fit take home kit for touch-ups afterwards that you can use in the comfort of your own home. *(pause)* Do you or someone you know have a loose-fitting denture or are you missing any teeth? Dental Implants may just be the answer! Strong, durable, and most of all, comfortable. Let XYZ show you how these can improve your life!

First tooth first checkup! Bring your little ones in as soon as they get their first tooth for a happy visit. *(pause)* When should a child have their first orthodontic evaluation? The sooner the better! In fact, it is recommended that a child be evaluated before the age of seven. While some problems can wait, others are best addressed early. Our team of highly skilled general dentists offer free orthodontic consultations, so if you have questions about your child's orthodontic care, please ask us. We're here to help!

COSMETIC DENTISTRY – BILINGUAL MESSAGE (English/Spanish)

Gracias por esperar... Su sonrisa es la primera impresión que puede afectar muchas áreas de su vida personal y profesional. Nuestros servicios dentales cosméticos son los mejores del área y se diseñan para ayudarle a alcanzar la sonrisa que usted siempre ha deseado. Pregunte por nuestros tratamientos de blanqueamiento que ilumina su sonrisa. Proporcionamos trabajos de porcelana, y rellenos estéticos blancos.

Manténgase en la línea por un momento y le daremos a su llamada todo el tiempo necesario.

(Brief pause)

Please hold for just a moment, and we'll give your call all the time you need.

Your smile and the first impression it makes, can affect many areas of your life, both personally and professionally. Our cosmetic dental services are the finest in the area and are designed to help you achieve the smile you've always wanted. When we return to the line, ask about our complete and affordable whitening care that can light up your smile and don't forget to ask us about our porcelain veneers in white aesthetic fillings.

DENTAL SPA

Thank you for calling Northtown Dental Spa and the office of Dr. Michael Smith.Dr. Smith is committed to helping you achieve the healthiest teeth and gums you've ever had and Northtown Dental Spa offers the very best in routine dental care for everyone...adults and children of all ages! We are accepting new patients and referring your friends or family members is the best compliment you can give us. We accept most dental insurance plans, and we will make sure you have all the information you need to make the best decisions for your dental health.

Visit us at Northtown smiles dot com to find out more about us.

Northtown Dental Spa is located in Yourtown's East neighborhood, between the Whole Foods and I-HOP at Thirty-Seven Ten North Main Street. We are not an HMO clinic....and at Northtown Dental Spa, our goal is to deliver the best dental care possible, to keep our patients smiling about their oral health. Dr. Smith treats each patient like family, using the latest advancements in dentistry to make your visit as comfortable as possible.AND, for your convenience, we offer evening and Saturday appointments.

Thank you for waiting. We appreciate your patience, and we assure you that we will take your call just as quickly as possible.

Northtown Dental Spa offers a wide variety of techniques to improve your smile, from teeth whitening and porcelain veneers, to gum lifting and Invisalign. Invisalign not only gives you the aesthetically pleasing smile you deserve, it also allows you to more easily care for your teeth and gums so you may keep them healthier for a lifetime. *(Pause)* Regardless of your dental care needs, we are confident that our comprehensive range of services can help you achieve optimal oral health and an attractive smile, and we can combine several treatments for a full smile makeover. Ask one of our friendly and knowledgeable representatives to schedule a consultation with Dr. Smith. We look forward to seeing you.

DENTAL LABORATORY

Thanks for calling ABC Dental Arts. Since 1989, Jim Smith and ABC Dental Arts in Yourtown, Washington have been providing superior service and products to our Doctors AND THEIR PATIENTS. We are a fullservice dental laboratory committed to providing you with state-of-the-art technology and the highest quality of materials available to produce the best restorations for you and your patients. Visit us at abc hyphen lab dot com to find out more about us.

Did you know that ABC Dental Arts is now a full-service dental laboratory? We now offer a wide variety of removable appliances from Nightguards, partials, dentures and everything in between! We do same day repairs and relines, we are here to help with any dental appliance needs your office may have!

Thank you for waiting. We appreciate your patience, and we assure you that we will take your call just as quickly as possible.

Have you seen examples of our tooth tattoos on our new website at abc hyphen lab dot com? These small pieces of art are hand painted and glazed on your patients crown to a design of their choice. From college logos to flowers and animals, at ABC Dental Arts, we can make your patient's creative side shine with a customized tattoo. When we return to the line, ask for a brochure and we will make sure that you are up to date with this procedure!

Have you tried one of ABC's custom Clearsplint nightguards? The clarity of these appliances is virtually invisible and after they are pre-softened in warm water they have some flexibility, making for an incredibly comfortable fit for your patients. PDA can customize any design and even make them in a variety of colors. These splints are methel methacrylate (*pron: meth-uhl meth-A-CREW-late*) and BPA free. They will not cause allergy problems and are also Amine (*pron: A-meen*) free so they will not yellow with age.

ABC Dental Arts is an authorized N-T-I appliance manufacturer. The N-T-I appliance when worn at night can help your patients if they suffer from, frequent migraine pain, chronic headache, sore stiff jaw, and fatigue. Clinical trials have proven that 82% of migraine sufferers had a 77% average reduction of migraine incidents. If your office would like a brochure on the N-T-I device just let us know. (*pause*). Visit us at ABC hyphen LAB dot com for more information on ABC, our products and our services.

We realize that your time is valuable. Please stay with us, and we will keep your wait as short as possible.

ABOUT MARKETING MESSAGES

Marketing Messages is a full-service provider of professionally recorded voice prompts, messages, and narration for call center and web/mobile applications. Our customers employ Voice Branding™ to build brand identity, improve the caller experience, and make websites more compelling. We offer voice services for interactive voice response (IVR), auto attendant, Messages-On-Hold™, E-Learning, and narration for web videos, product demonstrations, sales presentations, and other voice-enabled applications. Since 1984, Marketing Messages has provided over 180 top quality voice artists spanning over 80 languages, highly accurate scripting and editing, and rapid voice file turnaround to more than 4,000 customers – including 200 Fortune 500 companies.

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