

Handling Insurance Related Phone-Calls 101

How to tackle the "Do you take my insurance?" question

Keep the conversation going



Thank the **caller** for phoning in and ask for their name



Mention that you are **excited to meet them in person**



Avoid using the word "No" or flat-out rejecting the caller



Make the caller feel **important and valued**

Make it a point to express that your practice is insurance-friendly

Use phrases like...

"We are not contracted with your insurance plan, but *you can still use your insurance benefits* when you come in to our practice."

"We have a lot of patients at our practice that have the same insurance plan, and *we help them* make the most out of their insurance benefits."



Remember...



- If the phone is ringing, your marketing efforts are paying off.
- A patient's first impression of your practice is through the phone or the practice's website.
- To create a positive first impression, it is important to handle calls professionally.