|  |  |
| --- | --- |
|  Inbound Call Script Practice information – **Gastrointestinal Associates** |  |
| **Address Info**  | Direct: 555-555-5555Back office: (555) 555-5555Fax: 555-555-5555 | Scheduling: 555-555-5555Our Number: 555-555-5555 |  |

*Begin Script*

Hello. This is agent first name may I schedule a confidential hemorrhoid consultation with one of the board-certified physicians at Gastrointestinal Associates?

Follow options below based on patient request:

-> Patient wants to schedule <-

Very good. As part of the scheduling process, I will need to ask you a few questions. This should take just a few minutes to complete. Before I begin do you have any questions?

-> Patient wants to schedule and has no questions <-

In a conversational style.

1. Does the patient have a physician preference?

If so, look for first available time with that physician.

If not, look for first available time.

1. Begin scheduling process

Capture patient name, address, phone and email.

Confirm that we can send them information via email if needed.

1. Patient should be scheduled for a consult appointment. (The staff at their consult will schedule the patient for any necessary follow up visits)
2. Medical background issues to note during scheduling:

Does the patient have a latex allergy?

 If so, it should be noted so a latex free band will be used.

1. Also notify patient

They can drive to and from their consultation and should be able to return to work the same day.

There is no fasting, enema or sedation involved.

-> Patient has question(s) about insurance or cost <-

It is nearly impossible to tell in advance what the cost will be since it varies based on coverage, type of plan, dates of service, etc. In addition most patients don’t know all the necessary details and these can also change between the time you talk to them and the appointment. For these reasons, it is best to avoid answering specifically. An insurance check will be run when they actually show up and GIA staff can work with them on this issue.

Actual coverage will depend on your plan so I can’t say for certain, but I can tell you that the vast majority of plans do cover your treatment in whole or in part. Our staff will go over the actual amounts when you come in for your consultation, so let me go ahead and schedule you> *Schedule*

-> Patient has questions about scheduling the initial consult and follow-up appointments<-

We schedule an initial consult (which may include a same day banding treatment if the doctor feels it is appropriate). The staff will then typically schedule the patient for 2 or 3 (depending if they were treated at the consult) follow up visits. Most patients have three hemorrhoids that need to be addressed, so the typical patient requires three treatments at intervals of at least 2 weeks. There ARE some patients that will not need all 3 treatments, but the doctor will make that determination during his/her evaluation. It is very important that the patient show up for all appointments unless the physician tells them something else.

I am scheduling you for an initial consultation visit which should take less than 30 minutes. However, the staff at your consultation will be happy to answer the questions about follow up visits, so let me go ahead and schedule you> *Schedule*

-> Patient has questions about pain during treatment<-

This is a big issue for hemorrhoid patients; remember they are currently suffering because the area is sensitive. During the procedure, it is fairly common to feel a slight sense of pressure or fullness when using the O’Regan system, but the patient should experience **no** pain or pinching. The pressure sensation typically goes away later the same day. Over 700,000 patients have been treated with the O’Regan system and a clinical study of 20,000 patients showed 99.1% experienced no pain. The doctor may use a topical anesthetic if he feels it is necessary.

You should feel **no** pain during or after the procedure. We use the O’Regan system because studies have shown over 99% of patients experience no pain. However, the staff at your consultation will be happy to answer the questions you have, so let me go ahead and schedule you> *Schedule*

-> Patient has questions about the procedure and/or the device<-

The O’Regan hemorrhoid bander looks like a syringe without the needle. It is a single use, plastic device. (There are no metal parts.) Our doctors use gentle suction to draw an area of hemorrhoid tissue, without nerve endings, into the end of the bander for treatment. That is why the procedure is comfortable and pain free. The procedure typically takes about a minute (with the whole visit being less than 15 minutes) and patients can return to most normal activities the same day.

We use the O’Regan system to provide a quick, pain free experience. The staff at your consultation will be happy to answer the questions you have, so let me go ahead and schedule you> *Schedule*

-> Patient is asking questions about “prep” before the procedure <-

Unlike a colonoscopy, hemorrhoid banding has no before procedure “prep” requirement. So there is no fasting, cleansing or enema required.

There are no before procedure “prep” requirements so all you have to do is show up. We can take care of the rest, so let me go ahead and schedule you> *Schedule*

-> Patient has questions about downtime <-

The procedure requires no sedation and typically takes about a minute (the initial consult takes less than 1 hour, with follow up visits taking less than 15 minutes) and patients can return to work and most normal activities the same day. (Subject to doctor approval, but he/she will make that decision at the consult. So go ahead and schedule the patient.)

Because there is no sedation or pain involved with the procedure, you can drive to and from your appointment and most patients can return to work the same day, so let me go ahead and schedule you> *Schedule*

-> Patient has questions about blood thinners, pregnancy, liver disease, etc. <-

All these (and any other clinical) issues should be addressed only by the doctor at the patient’s initial consult. Common blood thinners are aspirin, Plavix, Coumadin, etc.

The physician at your initial consult should really be the one to address these issues, so let me go ahead and schedule you> *Schedule*

-> Patient has questions about internal vs. external hemorrhoid treatment <-

There are two kinds of hemorrhoids, internal and external. The patient may be aware of this and that they have one or the other. GIA does not treat external hemorrhoids, but if the patient is unsure a consult may still be beneficial because in approximately 90% of the cases, when patients complain of “external” problems and are treated with the CRH O’Regan System, those “external” symptoms resolve. But only the doctor is qualified to offer guidance so they should schedule.

The O’Regan system that we use is very effective in treating patients with internal hemorrhoids. Many patients with external hemorrhoids also have internal disease they are unaware of. The staff at your consultation is most qualified to answer the questions you have, so let me go ahead and schedule you> *Schedule*

-> Patient is direct and/or asking lots of clinical questions <-

I’m sorry, but I just handle scheduling and can’t speak to the issues you have raised. However, the doctor and staff at your consultation will be happy to answer the questions you have, so let me go ahead and schedule you> *Schedule*

-> Patient has Appt Confirm/Change/General Questions <-

I can help you with that…
Go ahead and help them with the change, etc.

-> The patient refuses to schedule <-

Alright. I certainly understand that you want to give it some thought

Would you mind sharing why you don’t want to schedule at this time?

Would you like me to email you additional information ….



Classify reason as:

Cannot afford the procedure

Does not see need for procedure

Insurance Issues

Medical Issues

Medically Incapacitated

Only available in evening

Out of town or traveling

Patient will call later to schedule

Seeing a different doctor (capture Doctor name below)

Wants to consult their Primary Care Doctor

Other (will be reviewed for clarification/final classification)

If they mention another Doctor, please note Doctor's name: 

Unlike with other procedures, GIA Physicians will still see other doctor’s patients for hemorrhoid banding since they are the only doctors offering the service in the area.

(If you have already captured contact information – DISREGARD the following)

And finally, would you mind sharing your contact information since it helps us provide better services? If so, do you mind if we send you periodic communications?

Thank patient. Exit call.