On Hold Telephone Scripts

These scripts are a simple way to increase awareness by introducing patients (and prospective patients) to the CRH procedure while they wait on hold. Just record one of the options below or any variation of them and go!

**OPTION 1:** *<Insert Practice Name>* is proud to offer the CRH O’Regan System for the treatment of hemorrhoids.  This highly effective (99.1%), minimally invasive procedure is performed in our office in less than a minute.

During the brief and painless procedure, the physician places a small rubber band around the tissue just above the internal hemorrhoid where there are few pain-sensitive nerve endings.

In fact, the CRH O’Regan System has a ten-fold reduction in complications compared to traditional banding, and in most cases, banding can take place during your first appointment.  After all, once you know what the problem is, why wait to get relief? Ask us for more information.

**OPTION 2:** Say goodbye to hemorrhoids! *<Insert Practice Name>* is now offering the CRH O’Regan System™ for the treatment of hemorrhoids. No more ointments, creams or suppositories. Don’t keep treating your hemorrhoids—remove them!

Unlike other banding techniques that use a metal clamp to grasp the hemorrhoid during banding, the CRH O’Regan System, now offered at *<Insert Practice Name>*, uses a smaller, gentler, single-use and disposable suction device to minimize discomfort and complications. It’s 99.1% effective, and takes less than a minute! And, it’s covered by most insurance plans.

Our physician will place a tiny rubber band around the internal hemorrhoid to cut off its blood supply, and within a matter of days the hemorrhoid will shrink and fall off without you noticing. That’s it. Once the hemorrhoid is gone, so are your symptoms!

**OPTION 3:** Hi. I’m *Dr. X of <Insert Practice Name>* and I have been treating hemorrhoids for more the *X years* in the *X area*. If you suffer from them, listen to this. The CRH O’Regan System is a non-surgical treatment that quickly and permanently removes hemorrhoids. The procedure is pain-free, require absolutely no preparation, takes less than 1 minute to perform and you can return to work the same day. Stop treating your hemorrhoids, remove them! Ask about insurance coverage and get your consultation booked today. It’s time you starting feeling your best again.

**OPTION 4:**

**Did you know...**

\* Hemorrhoids are one of the most common ailments known.   
\* More than half the population will develop hemorrhoids by age 50.  
\* Millions of Americans currently suffer from hemorrhoids.

\* Research shows that up to 2.3% of people with bleeding hemorrhoids also have colorectal cancer.  
\* The average person suffers in silence for long periods before seeking medical care.   
\* Our advanced technique makes hemorrhoid removal quick and painless.

\* At *<Insert Practice Name>,* we offer a 100% single use, disposable device that uses a gentle suction in place of metal clamps. It’s quick, painless and proven! So Stop Feeling Embarrassed and start taking control of your health today.

**OPTION 5:** Did you know that there is now a fast and painless way to permanently remove hemorrhoids? The CRH O’Regan System, now offered at <Insert Practice Name>, is an easy alternative toward conventional removal, and the procedure only takes approximately 60 seconds. Please tell the operator that you would like to schedule a consultation when we come back on the line.