

# Reactivation Protocol

Your reactivation protocol should flow in this manner:

- (1) Phone call. If a message is left on voicemail, here is a sample script: "Hi Mrs. Jones. This is (your name) at XXX Dental care. Somehow, we've missed seeing you for a good while. I don't know if we failed to call you or if there's some other problem. But we'd like to invite you back. Would you be so kind as to return this call and let me work out a good time for you to continue your dental care with us. Our number is XXX-XXX-XXXX ( then repeat the number.) I'll look forward to hearing from you." Then a message is put in the computer stating that a message was left.
- (2) If the initial phone call does not produce results, a post card should be sent that tells when the patient was last in and urging him to come in.
- (3) As a last resort, send a letter on office stationery. Sample attached.

## Letter to Reactivate Past Due Patient

Dear \_\_\_\_\_

Recently, we have been in the process of auditing our patient records, and we see that you haven't been in to see us since \_\_\_\_\_.

If you wish to remain in our active patient files, please call us to schedule a continuing care appointment.

Remember, maintaining good dental health is a team effort, and we feel honored that you have entrusted your care to us. Our goal is to help you keep your teeth for a lifetime.

However, if we do not hear from you by (10 working days), we will assume you are seeking dental care elsewhere.

We sincerely hope to hear from you soon!

Warmest regards,

Administrative Assistant's Name