

## Making the Hub a Success! It's Up to You!

- **Consistency:** It's important to discuss the Hub with patients during each visit with your office. Think of it this way: you would never start an appointment without gloves on – you should never end the appointment without talking about the Hub.
- **Messages:** Set a goal for yourself! Three patient messages each day is a good starting point for this valuable internal marketing communication. This is a quick and easy way to build upon your patient relationships and to stay connected with them outside the four walls of your practice.
- **Tasks:** Patients are excited to share with us all the great things that happen in their life. Tasks are a great way to set a quick reminder of these important events and cool things going on in their lives. Moms speak highly of you when they know you take the time to get to know their child. It's a win-win for everyone!
- **Stay Excited:** Your enthusiasm is paramount to the success of the program. Keep the buzz going and watch your practice grow!



# Getting The Word Out

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## Ortho Scripting: New Patient Exam

- The new patient exam is the perfect time to introduce your program to your soon to be patient. Let your patient swipe to connect during this first visit to your practice...they love doing this!

- **Treatment Coordinator Scripting to Patient:**

*“Not only are you going to have a beautiful smile when you complete treatment in our office but you will also have the opportunity to earn some really fun prizes along the way! We have a patient reward program where you get points each time you come into our office. Great hygiene, good grades, seeing your dentist, these are some fun ways to rack up points on your card! You even get points just for coming in today for your new patient exam.”*

- **Treatment Coordinator Scripting to Parent:**

*“It’s very helpful for our assistants to prepare for patients that will be getting braces this month. If you are ready, we can schedule records today and [Patient Name] will even get bonus points as well. Just want you to know that is a fun option.”*

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## Ortho Scripting: Kids Club

- **Scripting to Patient:**

*“You’re not quite ready for treatment but we would like to make you an honorary member of our Kids Club rewards program. Bring this card with you to each appointment and you can earn points for being on time, taking care of your smile, and even losing a tooth. Be sure to bring your card to each visit, it’s your golden ticket to racking up lots of points.*

*When you get home, go to our website and click on the card that looks like yours. Then follow the login instructions on the back of your card. You will have more opportunities to earn points for participating in contests, leaving us a review, and liking our Facebook page. You may need your mom or dad’s help. You can also play some really fun games for free. Let us know the next time you come in what your favorite part of the Hub was.”*

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## Ortho Scripting: Current Orthodontic Patient

- **Scripting to Patient:**

*We are excited to offer our rewards program to you! (We would like to make you a member of our Rewards Program!) You can earn points on your card for being a great patient, seeing your dentist, playing contests and more! It is easy! This is your card, make sure to bring it with you to each appointment, we will swipe it and award points for all the things you accomplish at each visit; Being on time, great brushing and more!*

*Make sure to bring your card to each visit and keep it safe because it is your golden ticket to prizes! Go to our website click on the rewards icon and enter this number on the back of your card (point out username and password) and password. You will be asked to verify your email address – super important to do this so you can receive reminders about special contests and fun messages from our office.*

*Now this is where the FUN begins! Once you login, we will always have fun things for you to do, you can see how to earn more points, play games, enter contests and most important see all the different prizes available! Lots and lots of options – you decide what you want and you can work towards it at every visit and in between visits too!*

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## Ortho Scripting: Alumni/Retention

- **Scripting to Patient:**

*Even though your treatment is complete you are welcome to be a part of our rewards program. There are many reward options you can take advantage of now and in the future; you can leave a review – we appreciate your feedback on your experience with us, Like our Facebook and of course we would love to take care of patients just like you! There will always be appreciation points for any friends and family you send our way.*

- *Make sure to keep you card safe because it is your golden ticket to prizes! Now this is where the FUN begins! Go to our website click on the rewards icon and enter this number on the back of your card (point out username and password) and password. You will be asked to verify your email address – super important to enter your email so you can receive messages from our office. We consider you family and we appreciate the opportunity to work with you and your smile transformation!*

## Dental Scripting

- **Scripting to Patient:**

*“Congratulations, you’re now a member of our Patient Rewards Hub program. You can earn points at each visit for things like having good oral hygiene, being on time, and taking great care of your smile. Be sure to bring your card at each visit, it’s your golden ticket to racking up lots of points!*

*When you get home, login through our website with the information on the back of your card. You’ll have more opportunities to earn points for doing things like leaving a review, following us on Instagram, and liking our Facebook page. We’ve got contests, free games, and lots of other interactive activities. Your points can be turned in for prizes like: iTunes, Starbucks, Target, and GameStop. The prizes will even be mailed straight to your house. Be sure to login right when you get home and let us know on your next visit what you think!”*

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