

Hub Speak

What to say when talking about your Patient Rewards Hub

Introducing the Rewards Program to Patients

▶ *I'm so excited to tell you about our Patient Rewards Program! As a member of our program, you'll get your own rewards card. You'll earn points at each visit for things like being on time being on time to your appointment, brushing well and taking great care of your braces. You can keep earning points between visits when you play contests, complete surveys, and more. You already have 10 points on your card just for coming in today. If you would like to get started with treatment today, you'll earn an additional 25 points.*

▶ *You can access your Hub by downloading the Patient Rewards Hub app or clicking the link on our website. Once you logged in you can earn more points for participating in our contests, surveys, following us on social media and leaving a review. You can easily refer your friends through the app and you'll both get rewarded when they become patients.*

▶ *When you earn enough points, you can trade them in for some awesome prizes like iTunes, Target, Starbucks and more! There is a ton to choose from that I know you're going to love!*

" You'll earn points at each visit for things like being on time being on time to your appointment, brushing well and taking great care of your braces. You can keep earning points between visits when you play contests, complete surveys, and more."

Introducing the Rewards Program to Parents

▶ *Mom and Dad, we want you to be part of the fun, too, so here's login information for our Parent Perks rewards. There are lots of ways you can earn your own points, and then either share them with your child or keep them in your own account so you can both earn prizes.*

▶ *You can link your rewards account with your child's to make it simple to manage both accounts at the same time. You're going to love how easy it is to earn points and have fun!*

Talking About the Rewards Program at Each Visit

Make sure every patient hears these three things each time they're in the office:

1. This is what you earned points for today:
2. Are you saving your points for something special, like a Target or Amazon card?
3. Here's how you can earn more points at home:

For example: *You earned 10 points today for being on time for your appointment, taking great care of your teeth, and having no loose or broken brackets, so you now have a total of 49 points. Are you saving your points for something special, like a Target or Amazon card?*

(wait for response)

That's great! If you haven't left us a review yet this is the perfect time to do so as we're currently awarding extra points for Hub reviews. I suggest doing it today while you're thinking about it because the promotion ends on April 30th.

Tip: Change your bonus rewards every 6 weeks so patients hear a different suggestion each time they visit.

Here are some ideas for promotions:

- ▶ Referrals
- ▶ Contests
- ▶ Reviews
- ▶ Surveys
- ▶ Social media follows
- ▶ Practice or community events

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Ortho: Talking About the Rewards Program at the 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!

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 rewards 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 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 get bonus points as well. Just want you to know that is a fun option.

Ortho: Talking about the Rewards Program to Your Retention Patients

▶ Even though your treatment is complete, we'd like to invite you to become a member of our rewards program. There are many ways to earn points from home, like following us on social media, leaving us a review, and referring your friends to our practice. When someone you refer becomes a patient, you AND your friend will both receive some awesome rewards!

▶ To get started download the Patient Rewards Hub app on your phone or tablet, enter your username and password, and allow notifications so that you learn about more ways you can earn points. Or visit our website and click on the rewards card to reach our online login page.

▶ We consider you family and have appreciated the opportunity to work with you and your smile transformation!

" When someone you refer becomes a patient, you AND your friend will both receive some awesome rewards! "

Ortho: Talking About the Rewards Program to Your Kids Club Members and Their Parents

▶ You're not quite ready for treatment, but you're ready for our Kids Club rewards program! Here's your membership card. Bring it with you to each appointment and you can earn points for being on time, taking care of your smile, losing a tooth, and more.

" Mom and Dad, we want you to be part of the fun, too, so here's login information for our Parent Perks rewards."

▶ At home you can earn more points by participating in fun contests and surveys on our mobile app or from your computer. You can also complete a tooth brushing chart and write a story about losing a tooth, then bring them into your next appointment for more rewards.

▶ Mom and Dad, we want you to be part of the fun, too, so here's login information for our Parent Perks rewards. There are lots of ways you can earn your own points, and then either share them with your child or keep them in your own account so you can both earn prizes.

▶ We'll link your rewards account with your child's to make it simple to manage both accounts at the same time. You're going to love how easy it is to earn points and have fun!

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