

WRITING
APPOINTMENT REMINDERS
for phone, text & email



Includes
28 Free
Templates!
+French & Spanish



A Publication of:



ReminderCall.com

The Automated Communication Experts

SINCE
1998

Excellent Customer Care Starts with Communication.



ReminderCall.com's Automated Appointment Reminder System

...prevents no shows,
works with your software,
is encrypted and secure.

2



Try Our Demo



Hi!

Thanks for downloading our e-book. Before you start, here's a little information about us.

ReminderCall.com sends millions of automated calls, text messages and e-mails per year. It was created by small business owners who discovered two things:

1. Their business was losing money when customers didn't show up.
2. When they reminded customers of their appointments, they showed up.

These simple discoveries led to the creation of a powerful, easy-to-use, automated system that lets you to send appointment reminders directly from your existing software AND allows your customers to respond. You can now avoid costly appointment no shows, while providing an extra convenience to your customers.



Chantal Oicles
Connect with Me on [LinkedIn](#)

The knowledge contained in this e-book comes from 16 years of creating solutions for customers from different industries, attention to ever-changing laws, and simple trial and error.

It was written by Chantal Oicles, the Marketing Communications Director at ReminderCall.com who writes research-based content to support and educate our customers. She has written extensively for the medical and hi-tech industries. You can read more suggestions and download information at the ReminderCall.com's [resources](#) area.

We hope this e-book helps you in your quest to improve customer service.

Sincerely,

The [ReminderCall.com](#) Team

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APPOINTMENT REMINDER CALLS

Effective, timely and human.

Tip: give it a personal touch.

Reminder Call Best Practices

GET PERMISSION

Be courteous and ask your customers for their preferred method of communication before sending calls.

IDENTIFY YOURSELF

Include your name (or business name) and phone number within the appointment reminder.

REPEAT

Have a repeat function in case your recipient does not understand the message the first time it is played.*

BE MINDFUL OF YOUR DELIVERY TIME

These are not wake up calls! Send your reminder calls between 9 a.m. and 9 p.m. on the day before the appointment.*

*ReminderCall.com standard feature.

ONE CALL PER FAMILY

If several family members have appointments on the same day, send 1 reminder call for all of them at once.*

DO-NOT-CALL LIST

To obey federal laws and avoid accidentally calling customers who have opted out, maintain a do-not-call list and check it each time.* In addition, to satisfy Meaningful Use requirements, healthcare providers must maintain a searchable log of all past reminder calls.*

CONFIRMATION

Indicate how to confirm the appointment such as by pressing a key.*

DON'T OFFER A KEY PRESS TO CANCEL

Instead, have your customers be transferred to your office. This gives you a chance to address any concerns and reschedule the appointment right away.

Reminder Call Script Elements “

1. Introduction

This section announces what the call is about and who it is from.
Record it in your own voice to give the call a human, personal touch.
This reminds the recipient that an actual person is expecting them.

2. Appointment Information

Contains the appointment details. By letting an automated system handle this section you ensure 100% accuracy.



Hear This Call!

3. Instructions

This section tells the recipient what to do and gives them your phone number. Instead of suggesting that they cancel their appointment by key press, have them call your office to make changes. Your staff can then find out why they are cancelling, address any problems, and make sure they reschedule.

4. Convenience Keys

This section describes the key presses that are available to the caller. This example shows just some of the available ReminderCall.com key presses. You can get creative here. For example, you can include a custom key press to hear an audio file that gives directions to your office.

1 This is an appointment reminder call from (Company Name) for

Your Voice

2 (Customer's First Name) (Customer's Last Name) on (Appointment Date) at (Appointment Time).

System's Voice

3 To change your appointment, please call our office at: (Your Phone Number).

Your Voice

4 Press 1 to confirm, 2 to be transferred to our office, or 3 to repeat this message.

Your Voice”

Sample Appointment Reminder Call Scripts

Regular Appointment

- “Hello this is ABC Company calling to remind (First Name) (Last Name) that you have an appointment on (Date) scheduled for (Time) at (Location). Press 1 to confirm, or call (Phone Number) 24 hours in advance to change or cancel your appointment.”
- “Hi (First Name) (Last Name). You have an appointment at ABC Company with (Provider) on (Date) at (Time). Please press 1 to confirm, or call our office at (Phone Number) to make changes to your appointment. Press 5 to replay this message.”
- “Hello, this is ABC Company calling to confirm your upcoming appointment. To repeat this message at any time, press 9. (First Name) is scheduled to see (Provider) on (Appointment Date) at (Appointment Time). For questions or assistance please call (Phone Number) during normal business hours. Press 1 to confirm your appointment, or press 2 if you would like to connect with someone in our office.”

Maintenance Appointment

- “Hello, this is ABC Cars. We are calling to remind (First Name) that your (Car Year) (Car Make) (Car Model) is due for its (Mileage) maintenance. Please call us at (Phone Number) or press 2 to be transferred to our office to schedule an appointment. Thank you!”

Past-Due Balance

- “Hello (First Name) (Last Name) this is a reminder from ABC Company that your account is 90 days past due. Please call (Phone Number) or press 1 to be connected to our office to make a payment or discuss this balance. Thank you very much for your continued business!”



Sample Medical Appointment Reminder Call Scripts

General Appointment

“Hello, this is Dr. ABC. (First Name) (Last Name) has an appointment on (Date) at (Time). If you need to change this appointment, please call our office at (Phone Number). Press 1 to confirm this appointment, or press 2 to replay this message. Thank you.”

Meaningful-Use Patient Reminder

“Hello this is (Provider)’s office. We are calling to remind (First Name) that you are due for an annual physical. Please call us at (Phone Number) or press 2 to be transferred to our office to schedule an appointment. Thank you!”

First Appointment

“Hello, this is Dr. ABC calling to remind (First Name) (Last Name) of your appointment scheduled for (Date) at (Time) at (Location). Please remember to bring your insurance information, a list of the medications you are currently taking and any lab results or x-rays that are pertinent to your visit. Please press 1 to confirm this appointment or call us at (Phone Number) to make changes. You can hear directions to our office by pressing 3.”

Prescription Reminder

“Hello (First Name). Your prescription is filled and ready to be picked up at (Pharmacy Name). If you would like to contact us, please call (Phone Number) between the hours of 8 a.m. and 9 p.m., Monday through Saturday. That number again is: (Phone Number). Thank you.”





APPOINTMENT REMINDER TEXTS

Effective, timely and handy.

Remember: get permission first.

Reminder Text Message Best Practices

GET PERMISSION

The FTC requires that you get permission before sending any text messages to a cell phone.

BE BRIEF

Keep your text message under 160 characters or it may be cut off.**

BE CLEAR

Chat acronyms such as "u" instead of "you" and "2" instead of "to" can be unclear and appear unprofessional. Use proper spelling and punctuation whenever possible.

CONFIRMATION

Include a way to confirm the appointment, such as: Reply C to confirm.*

IDENTIFY YOURSELF

Always include your name (or business name) within the appointment reminder.

BE MINDFUL OF YOUR DELIVERY TIME

Schedule your reminder text messages to be sent between 9 a.m. and 9 p.m. on the day before the appointment.*

MAINTAIN A DO-NOT-CONTACT LIST

Maintain a do-not-contact list to avoid accidentally sending text messages to customers who have opted out.*

AVOID TEXT-MESSAGE CANCELLATIONS

Have customers call your office to cancel. This gives you a chance to reschedule the appointment and address any concerns.

*ReminderCall.com standard feature.

**ReminderCall.com provides tools for managing message length.

Reminder Text Message Elements

1. Introduction

Tells the recipient what the text message is about and who it is from.

2. Appointment Information

Contains the appointment details.

3. Instructions

Tells the recipient what to do. In this case to call your office with questions.

4. Reply Commands

Describes ways in which the recipient can reply. In this case C to confirm.

Remember!

Keep your text messages under 160 characters or your message may be cut off.

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- 1 Your next appointment with (Company Name) is on
- 2 on (Appointment Date) at (Appointment Time).
- 3 Call (Phone Number) with questions.
- 4 Reply C to confirm.

Reminder Text Message Sample Scripts

Regular Appointment

“You have an appt with (Provider) on (Date) at (Time). Reply C to confirm. See you there!”

“Your appt with (Provider) is on (Date) at (Time). Reply C to confirm, or call us to change. Reply STOP to stop reminders.”

Maintenance Appointment

“Your (Car Make) is due for its annual maintenance. Please call us at (Phone Number) to schedule appt. Thank you!”

First Appointment

“Your appt at (Company) is on (Date) at (Time). Bring insurance card. Reply C to confirm or STOP to stop texts.”

Meaningful-Use

“You are due for your annual physical. Please call us at (Phone Number) to schedule appointment. Reply STOP to stop reminders. Thank you!”

Flu-Shot

“Walk-in flu shots at (location) every Sat. this month from 1-5 p.m. For more info call (888) 888-8888.”

Prescription

“Pick up your prescription at (Pharmacy Name) between 8 am and 9 pm, Monday through Saturday. Call 888-858-6673 with questions.”





APPOINTMENT REMINDER E-MAILS

Flexible and Informative.

Note: stay focused.

Reminder E-mail Best Practices

INCLUDE UNSUBSCRIBE LINK

The CAN-SPAM act requires that you provide a way to opt-out of your reminder e-mails.*

OPT-OUT LIST

Maintain a do-not-contact list to avoid e-mailing someone who has already opted out.*

BE DISCREET

To avoid HIPAA violations, medical offices should exercise discretion with patient information.

STICK TO THE POINT

Resist the urge to confuse your message with too many paragraphs and pictures.

*ReminderCall.com standard feature.

IDENTIFY YOURSELF

Always include your name (or business name) within the appointment reminder.

PROMOTE CONFIRMATION

Include a way to confirm the appointment.*

INCLUDE DIRECTIONS

Including your address and directions to your office is very helpful to your first-time customers.

ADD INSTRUCTIONS

Need them to wear comfortable clothing or bring tax returns to their next appointment? E-mail reminders allow you to send detailed instructions—just make sure to make the appointment date and time stand out, using white space or a bold font.

Reminder E-mail Elements

1. Reply

→ ① From: Donotreply@remindercall.com

2. Subject

→ ② Subject: Appointment Reminder from Dr. ABC

3. Appt. Info.

→ ③ You have an appointment with Dr. ABC on (Date) at (Time).

4. Instructions

→ ④ Please confirm your appointment by clicking the button below or call our office at (888) 888-8888 to make changes.

Thank you,

5. Contact Info.

→ ⑤ Dr. ABC

(Your Address)

(Your Phone)

(Your URL)

⑥

CONFIRM

← 6. Confirmation

⑦

[Map to Office](#)

← 7. Directions

8. Unsubscribe

→ ⑧ To opt out of e-mail reminders click [here](#).

⑨



← 9. Social Links

Reminder E-mail Elements

1. Reply E-mail Address

If you have an e-mail address that you can check daily, include it here. If you cannot monitor an e-mail address daily, or you are a physician who prefers not to receive medical questions via e-mail, use a do-not-reply address.

2. Clear Subject Line

State that this is an appointment reminder, or your e-mail may not be read.

3. Appointment Information

This is the appointment itself. Resist the temptation to add too much information here and confuse the recipient.

4. Instructions

Tell the recipient how to confirm or change the appointment.

5. Signature Line with Contact Info.

One of the best features of e-mail reminders is that you can include all of your contact information.

6. Confirmation

Whether it's a button, a link or a call-back number, this is the recipient's call-to-action and it needs to stand out.

7. Link to Map to Office

A simple link to a map of your office is invaluable to a new customer and can mean the difference between them being late and being on time.

8. Unsubscribe Link

The CAN-SPAM act requires an unsubscribe link. Make sure you have a system in place to keep from e-mailing customers who have opted out. If you are a ReminderCall.com customer, this is done automatically for you.

9. Social Buttons

Appointment-reminder e-mails are a great opportunity to request likes or follows on your favorite social site and get inexpensive word-of-mouth referrals.



Reminder E-mail Sample Scripts

General Appointment

“Dear (First Name) (Last Name),

This is a reminder that you have an appointment on (Date) with (Provider Name) at (Business Name). If you are unable to keep this appointment, please call us at (Phone Number) at your earliest convenience to reschedule your appointment. Click [here](#) to confirm. We look forward to seeing you soon.

Thank you,

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Map](#)

Social Buttons

Click [here](#) to unsubscribe from future e-mails.”

Maintenance Reminder

“Dear (First Name) (Last Name),

Your (Car Year) (Car Make) (Car Model) is due for its (Mileage) miles maintenance. Please call (Company Name) at (Phone Number) to schedule an appointment. Thank you for your business.

See you soon!

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Directions](#)

Social Buttons

Click [here](#) to unsubscribe from future e-mails.”

Reminder E-mail Sample Scripts (Cont.)

First Medical Appointment

“Dear (First Name) (Last Name),

This is a reminder that you have an appointment on (Date) with (Provider Name) at (Business Name). Click [here](#) to confirm.

Please enter your registration information [online](#) or arrive 15 minutes early to fill out your registration form. If you have any questions, please call us at (Phone Number). We look forward to seeing you soon.

Thank you,

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Map](#)

Share Buttons

Click [here](#) to opt out of reminder e-mails.”

Dental Appointment

“Greetings from Dr. (Provider Name),

This is a friendly reminder about your dental appointment.

Appointment Information:
(Appointment Date)
(Appointment Time)
Click [Here](#) to Confirm Your Appointment

Please bring your insurance information. To change your appointment, please contact our office during business hours at (Phone Number).

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Map](#)

Share Buttons

Click [here](#) to opt out of reminder e-mails.”

Reminder E-mail Sample Scripts (Cont.)

Meaningful-Use Patient Reminder Flu-Shot Reminder

“Greetings from the (Company Name) Team!

This is a friendly reminder that you are due for your mammogram. It is very important for your health that you continue to get your yearly mammogram.

To make an appointment please call (Phone Number) at your earliest convenience.

See you soon,

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Map](#)

Share Buttons

Click [here](#) to unsubscribe from e-mails. ”

“Guess What? It's flu season once again, and we've got you covered!

(Company Name) is conducting a walk-in Flu Clinic every Saturday in October during the hours of 1 p.m. to 5 p.m.

You do not need an appointment.

Thank you,

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Map](#)
Share Buttons

Click [here](#) to unsubscribe from e-mails. ”



Reminder E-mail Sample Scripts (Cont.)

Prescription Reminder

“Dear (First Name) (Last Name),

Your prescription has been filled and is ready for pick up at (Company Name). Please drop by Monday through Saturday between the hours of 8 a.m. and 7 p.m.

Please call us at (Phone) with any questions regarding this prescription.

Thank you,

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Map](#)
Share Buttons

Click [here](#) to unsubscribe from e-mails.”

Recall Reminder

“Dear (First Name) (Last Name),

It has been some time since we have seen you for an observation visit with (Provider). It is important for your health that you continue to be seen and receive regular check ups.

Please call us at (Phone) to schedule an appointment.

Thank you,

(Company Name)
(Company URL)
(Company Address)
(Company Phone)

[Link to Map](#)
Share Buttons

Click [here](#) to unsubscribe from e-mails.”



FRENCH & SPANISH REMINDER SCRIPTS

Tip: Use the language that your customers understand best.

Sample French Appointment Reminders

Appointment Reminder Call

“(First Name), (Last Name), a un rendez vous avec (Company Name), (Appt Date) à (Appt Time). Si vous voulez changer ce rendez-vous, veuillez appeler le 8 8 8 5 8 6 6 7 3. Appuyez 1 pour confirmer. ”

Appointment Reminder Text

“Vous avez un rdv avec (Company Name), (Appt Date) à (Appt Time). Pour confirmer, répondez C. Pour changer, appelez-nous svp. ”

Prescription Reminder

“Subject: Rappel de rendez-vous avec (Company Name)

Bonjour (Frist Name),

Vous avez un rendez-vous avec (Provider Name), le (Appt Date) à (Appt Time).

Pour confirmer votre rendez-vous, cliquer ici. Pour modifier votre rendez-vous, veuillez appeler le (Phone Number).

Merci,

(Company Name)
(Company Address)
(Phone Number)
(Company URL)

Directions

Pour vous désabonner des rappels par e-mails, cliquez ici. ”



Sample Spanish Appointment Reminders

Appointment Reminder Call

“ Tiene una cita con (Company Name), (Appt Date) a las (Appt Time). Para confirmar, pulse 1. Para cambiar su cita, por favor llame al (Phone Number). ”

Appointment Reminder Text

“ Tiene una cita con (Company Name), (Appt Date) a las (Appt Time). Para confirmar, responder C. Para cambiar, llame al (Phone Number). ”

Prescription Reminder

“ Subject: Recordatorio de la cita con (Company Name)

Hola (First Name),

Usted tiene una cita con (Provider Name) el (Appt Date) a las (Appt Time).

Para confirmar su cita, por favor haga clic [aquí](#). Para cambiar, llame a nuestra oficina a (Phone Number).

Muchas Gracias,

(Company Name)
(Company Address)
(Phone Number)
([Company URL](#))

([Plano de la oficina](#))

Para no continuar su recordatorios por correo electrónico, haga clic [aquí](#). ”





Why do I Need an Automated Appointment Reminder System?

You Can do More...

- send reminders in the evenings and on weekends, in several languages
- see live customer status
- send text messages
- keep searchable records
- have automated do-not-call and opt-out mechanisms
- ensure 100% accuracy

for Much Less

\$6 + per day vs. \$1 per day
which would you choose?

The average hourly rate for front office personnel is \$12 per hour.* Even if your staff can make all your reminder calls in 30 minutes, you are paying \$6 per day.

At ReminderCall.com reminders cost 9 cents. If you see 10 customers a day, that's less than \$1 per day.

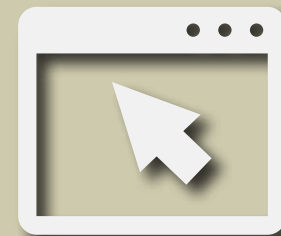
*source: Indeed.com

The Hidden Cost of No Shows

Let's face it, no shows directly affect our bottom line. Even if we reschedule, we have to pay employees, utilities, rent... and get no compensation for that block of time.

Appointment reminders start working immediately and ultimately end up **paying for themselves within the first week!** The time to act is now:

Try Our Demo



WRITING APPOINTMENT REMINDERS for phone, text & email



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