



Scripts for using Petly Plans to Increase Dental Compliance

This script is a recommendation and should be customized to reflect your practices offerings.

Use this script to educate pet owners about the importance of dental care, and how Petly Plans can help reduce the financial impact of paying for a dental exam.

Who? Reception staff

When? An adult pet owner calls to schedule an appointment for their pet or checks in.



"I see *[pet's name]* is *[age]* and has not had a dental cleaning *[in quite a while / with us yet]*. *[Share Dog's/Cat's issues]*. One of the challenges with dental issues is that you might not know your pet has a problem until it's quite advanced. Because every pet is different, we recommend adult pets have their teeth checked during every exam, this way we can schedule teeth cleanings as necessary.

We will include a complimentary dental health evaluation during *[pet's name]* *[visit type]*. And if *[tech or doctor name]* thinks *[he/she]* needs a cleaning we will discuss the recommendation with you and schedule any necessary follow up appointments."

What if pet owner asks about cost?



"The evaluation is complimentary and no additional services will be provided without discussing with you first. We understand the upfront cost of a dental cleaning can be a concern, which is why we offer the option to use preventive care plans as a way to cover the costs of dental cleanings. These plans bundle *[pet's name]* annual preventive care needs like annual wellness exams, vaccinations, blood screens and dental cleanings, as well as spread the cost over 12 manageable monthly payments. Plan members also receive special discounts like *[insert membership perk or discount]*. We can give you information on the program when you come in for *[Pet's name]*'s visit *-or-* look through this brochure and ask *[tech or doctor name]* any questions you might have during your appointment."

Who? Medical team

When? During the appointment/in the exam room



"*[Pet's name]* is going to need *[services for today and planned services for the remainder of the year]* and it looks like *[his/her]* teeth could use a cleaning. *[Point out areas of concern and potential issues]*. Regular cleanings are important to help prevent long-term health problems for *[pet name]*. We know the upfront cost of a dental cleaning can be a concern, which is one of the reasons we offer preventive care plans. Not only do these plans allow you to provide your pet with the best possible care, they also spread the cost over 12 manageable monthly payments. Plus, you get access other membership perks that only plan members are eligible for!

I recommend our *[plan recommendation that includes a dental]* for *[Pet's name]*. *[He/she]* will get all the necessary healthy pet checkups, blood work, and dental cleaning, so you can budget for it with no surprises. Would you like to enroll *[Pet's name]* in a *[plan recommendation]* today?"



If they say YES!



“Great! We will help you with the paperwork and can get that dental cleaning scheduled.”

If they say NO!



“You can sign up anytime. But it’s also important to remember that the program only covers future services and can’t cover past visits. You can contact any member of the practice at any point if you’d like to sign up.”

Who? Reception staff

When? A pet owner checks out after the appointment and has *not* indicated interest in enrolling in a plan.



“Today’s visit comes to *[total amount due]* and it looks like *[pet’s name]* will need a *[dental cleaning]* soon which will cost *[price]*. Many of these services could be covered by our preventive care plan and would lower your balance due today. If you enroll now, today’s balance due would be *[insert membership fee + insert first month payment amount]*, which covers the one-time membership fee and your first month’s payment. From there, it would be a manageable monthly payment of *[dental plan monthly fee]*. Would you like to enroll?”

If they say YES!



“Great! Let’s sign *[pet’s name]* up on a plan today then!”

If they say NO!



“Okay, you can sign up anytime. But it’s also important to remember that the program only covers future services and can’t cover past visits.”
