

Implant Shopper Script

Potential patients often call the office with very direct questions about implant costs. However, there is much more to implants than just being able to provide one answer or price point.

The following shopper call sample script is to help your front office guide the conversation into scheduling the patient for an appointment.

Patient: “I *just* want to know how much you charge for an implant!”

Patient Coordinator: “Understood. It sounds like you’ve been gathering information and want to make sure you get the best deal. And I want to answer you accurately.

The problem is that we have a lot of patients who have done the same thing. They get a firm quote from another office, show up for treatment there and the quote changes dramatically because it wasn’t explored well enough in the first place. So they leave that practice frustrated and end up in our office looking for reliable information. It’s for that reason that we offer and recommend the free consultation. But let me gather some initial information so I can address your question properly.

- Was the tooth you’re looking to replace already extracted?
- When was that done?
- Do you know if any bone grafting was done to preserve the bone after the extraction?
- Have you had a CT scan?
- Have you had the adjacent teeth evaluated?

Again, I have to recommend the free consultation, as we’ll have the information you provided plus the images we need to confirm the details of a treatment plan.”

If the patient is still unwilling to schedule the free consultation, you can add:

“We charge about ____ (JUST the cost of the implant procedure) for one implant. That price is modified for the anesthesia option you choose and if other procedures are required, such a bone graft or ____.”