

Front desk “pitch” script

Best practices for a success



Start out on the right foot.

Launching your app is exciting for both you and your patients. This guide helps you establish effective talking points and strategies that have been proven to boost sign-ups, promote app usage, and foster positive habits among your patients right from the start.



Memorize this script or make it your own.

- “Hi, have you signed up for our Patient Rewards program?”
- “It’s totally free, and just for joining you’ll receive a welcome offer to use towards your next purchase.”
- “Just scan this QR code... It takes 15 seconds to sign up and will then have the option to download the mobile app!”

Key elements for highest conversions.

Level-up the
incentive to sign up.

Make it exclusive to save

You can offer packages and memberships in addition to your treatments. [Some practices exclusively offer these through the app](#), making it the sole place for patients to access savings.

Talk about it on social

Talking about the app in-person is great, but if you add [app education into your social strategy](#), it’ll increase overall awareness and client confidence.

Understand the overall
benefits of your new app.

✗ Don’t overwhelm them

“Well, you sign up, and each visit you scan in, you can get really cool rewards like..., and we will text you when we have upcoming events, and we will educate you on our services, treatments, etc. It’s really cool.”

✓ Do keep it high-level and simple

“Our clients love the app because it grants them access to app-exclusive promotions, the ability to earn rewards, enroll in memberships, and even finance eligible treatments and packages with Affirm.”

Establish good
habits early-on.

Make sure to remind them to check in each time to earn their rewards.

If they purchase their service from the app while in the office, make sure you have them scan the QR code to redeem it before they leave.

You can also redeem on their behalf in their [Client Profile on the Admin Panel](#).