



Sample Text Templates for Patient Communication

The key to texts is to keep them personal, brief and to build urgency when you are seeking action. Here are some sample text templates to consider:

Reservation / Confirmation Texts

2 weeks in Advance

<PT NAME>, we are looking forward to seeing you on <DAY, DATE> at <TIME>
<Practice Name>

1 week in Advance

<PT NAME>, your reservation is right around the corner! Have a great week and we will see you on <DAY, DATE> at <TIME>
<Practice Name>

2 days in Advance

<PT NAME>, Please make sure to bring all health & medication updates with you to your reservation on <DAY, DATE> at <TIME>
<Practice Name>

Recall / Recare Texts

Due in the Future

<PT NAME> Can you believe it's already been <# months since last visit>?
<HYG NAME> noticed that you aren't scheduled and is concerned about you as her schedule is filling up fast! To keep you on a healthy routine, let's get an appointment reserved as soon as possible to ensure you don't fall behind. Do mornings or afternoons work best for you?

Due in the Future

<PT NAME>, This is <HYG NAME>, with <DR/PRACTICE>. I realized that we don't have your reservation set for an appointment in <MONTH DUE>. I'm concerned because my schedule is a filling up and I want to make sure we stay on track for you. Does a morning or afternoon work best and I'll see what I can do to find a way to work you in.

Past Due

<PT NAME>, This is <HYG NAME> with <DR/PRACTICE>.
Can you please give me a call?

Past Due

<PT NAME>. This is <HYG NAME> with <DR/PRACTICE>. Can you believe it's already <SEASON/MONTH>? Time sure does find a way to get away from us. Is now a good time to get your appointment reserved?

Past Due

<PT NAME> This is <HYG NAME> with <DR/PRACTICE> I hope this text finds you well. I'm concerned and would like to talk with you as soon as possible. Can you please give me a call?

Treatment Related

Aftercare

<PT NAME>. This is <DR/HYG> with <DR/PRACTICE>. I wanted to take a quick moment to check in on you. How are you doing today?

Outstanding Treatment

<PT NAME> This is <DR/HYG> with <DR/PRACTICE>. I noticed that we don't have a reservation to address your <area of mouth - Upper Right, Lower Right, etc> and I wanted to make sure you are staying comfortable. Can you please call the office to let me know how things are feeling?

Account Balance

Patient Balance

<PT NAME> This is <TEAM MEMBER> with <DR/PRACTICE>. Would you please give me a call when you have a moment?

Balance after Insurance

<PT NAME> This is <TEAM MEMBER> with <DR/PRACTICE>. Would you please give me a call when you have a moment?

Trouble with Insurance

<PT NAME> This is <TEAM MEMBER> with <DR/PRACTICE>. Would you please give me a call when you have a moment regarding your dental insurance?