



CASE ACCEPTANCE SCRIPT STARTER KIT

The 5 most common objections patients raise — and the exact responses that turn "I'll think about it" into a scheduled appointment.

Case acceptance is not about pressure — it's about helping patients understand the value of their oral health and removing the friction that keeps them from saying yes. These scripts are designed to be warm, confident, and patient-centered. Practice them until they feel natural.

OBJECTION 01

"I need to think about it."

✗ DON'T SAY

"Okay, no problem — just call us when you're ready!"

✓ SAY THIS

"Of course — it's a big decision and I want you to feel good about it. Can I ask what part you'd like to think about? Is it the timing, the investment, or something about the treatment itself? I want to make sure you have everything you need."

Why it works: You're not pushing — you're opening a door to their real concern. Most "I need to think about it" responses are really about cost, fear, or insurance. This gets you to the actual objection.

OBJECTION 02

"It's too expensive. I can't afford it right now."

✗ DON'T SAY

"I understand. We do have financing options if that helps."

✓ SAY THIS

"I completely understand — dental treatment is a real investment. I want to help you find a way to make this work. We have flexible payment options that can spread this out into manageable monthly payments. Can I show you what that might look like? Many of our patients are surprised at how affordable it becomes."

Why it works: Don't retreat when cost comes up — move toward it. Presenting financing confidently as a solution signals partnership, not desperation.



OBJECTION 03

"I want to check with my insurance first."

✗ DON'T SAY

"Sure, call your insurance and let us know what they say."

✓ SAY THIS

"Absolutely — and we can actually help with that. Our team can call your insurance on your behalf and get a benefits breakdown within 24–48 hours. That way you'll have the exact numbers before making any decision. Would it be okay if we did that for you and called you back?"

Why it works: Letting a patient call their own insurance is a momentum killer. You become the expert, remove the friction, and create a specific follow-up touchpoint — all in one move.

OBJECTION 04

"It doesn't hurt right now — can I wait?"

✗ DON'T SAY

"It's up to you, but Dr. Smith does recommend getting it taken care of."

✓ SAY THIS

"That's actually one of the trickiest things about dental issues — many of them don't hurt until they've become much more serious. What Dr. [Name] is seeing right now is in an early, treatable stage. Waiting typically means the treatment becomes more involved and more expensive. I'd hate for that to happen to you. Can we find a time in the next couple of weeks that works?"

Why it works: Frame waiting as the riskier choice. You're educating, not scare-mongering. Always move toward scheduling a specific appointment.



OBJECTION 05

"I need to talk to my spouse/partner first."

✗ DON'T SAY

"Of course, totally understand. Give us a call after you talk to them."

✓ SAY THIS

"That makes total sense — it's always good to be on the same page. Let me put together a simple treatment summary you can share with them — it has the diagnosis, the recommended treatment, the cost, and what happens if we wait. That way they have all the context. And would it be helpful if I was available to answer any questions they might have?"

Why it works: You're arming your patient to have the conversation, not leaving it to chance. A written summary dramatically increases the odds they return.

3 Universal Case Acceptance Rules

1

Always ask for the appointment.

Never end a conversation without a specific next step — a scheduled date, a follow-up call, or a concrete action. "Give us a call" is not a next step.

2

The doctor presents, the coordinator closes.

The doctor builds trust and clinical authority. The treatment coordinator handles the money conversation. Mixing these roles creates confusion and lost cases.

3

Follow up within 48 hours.

60% of patients who say "I'll think about it" will schedule if you follow up within 2 days. After a week, that number drops to under 20%.

Want the full 20-script library with team training guide? Retainer clients receive complete scripts covering new patient calls, treatment presentation, follow-up, reactivation, and team roleplay guide. Book a Discovery Call:

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