

Make the Wait Great

Dentistry On-Hold Message Ideas

Ready to get started? Use these ideas to educate patients, answer common questions and reinforce the caring, professional experience of your practice. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

PATIENT CARE & COMFORT

- ☐ First-visit forms and what patients should bring
- ☐ Comfort options for anxious or nervous patients
- ☐ Sedation, safety practices and office technology
- ☐ Emergency dental care and when to call the office
- ☐ Preventive care and the value of regular visits
- ☐ Post-treatment instructions and follow-up reminders

APPOINTMENTS & PATIENT INFO

- ☐ Office hours and online appointment scheduling
- ☐ Cancellation, rescheduling and late-arrival policies
- ☐ Online forms and patient portal instructions
- ☐ Insurance, payment and financing information
- ☐ Who to contact with billing or treatment questions
- ☐ Holiday hours and seasonal office updates

SERVICES & TREATMENT

- ☐ Dental implants, dentures and restorative options
- ☐ Whitening, veneers and cosmetic dentistry services
- ☐ Orthodontic and clear-aligner treatment options
- ☐ Crowns, bridges and other common procedures
- ☐ Children's dentistry and family dental services
- ☐ New services, technology and treatment capabilities

PRACTICE NEWS & CONNECTION

- ☐ Doctor education, training and areas of special interest
- ☐ New team members and practice milestones
- ☐ Patient reviews, referrals and ways to stay connected
- ☐ Website articles, social media and educational resources
- ☐ Community events and local partnerships
- ☐ Practice news, awards and office improvements

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it reassuring. Use plain language and a calm, conversational tone.

Give patients a next step. Point them to scheduling, forms, your website or the right team member.

Keep it current. Use start and stop dates for office updates, seasonal topics and time-sensitive information.