

Rehab Admissions: Call Answering Script and Funnel Checklist

The person who answers your admissions phone is your most important marketer. Use this to answer every call with warmth, guide each person through the funnel, and turn more inquiries into admissions.

GOLDEN RULE: Answer live, respond within minutes, and lead with empathy. A missed call is a missed admission. Speak to the person, not the diagnosis, and never pressure or judge.

The Call Answering Script (adapt in your own words)

1. OPEN WITH WARMTH: "Thank you for calling. You did the right thing by reaching out. I am here to help."
2. LISTEN FIRST: Let them tell their story before you ask for anything. Listen more than you talk.
3. ASK GENTLY: Open questions about their situation and specific needs, not a rapid-fire checklist.
4. EXPLAIN NEXT STEPS: Offer to verify insurance and walk them through what happens, simply.
5. ADDRESS CONCERNS: Be honest about cost, time away from work or school, and what to expect.
6. END WITH MOMENTUM: Set a start date or schedule a follow up. Never end on a vague maybe.

The Admissions Funnel: Guide Each Person Through

- [] First contact answered live, with empathy before paperwork
- [] Pre-screening: substance use, mental health, trauma, medical history, level of care
- [] Insurance verification run fast; benefits and payment options explained in plain language
- [] Personalized treatment plan explained to the person and their family
- [] Preparing for admission: start date, travel, packing list, what to expect on arrival
- [] Arrival and final medical screening; warm welcome, introduce the case manager
- [] Aftercare and relapse prevention planned before discharge

Never Miss a Lead

- [] Admissions line staffed evenings and weekends, when many people decide to reach out
- [] Every form submission answered within minutes, not hours
- [] A follow up process for people who are not ready on the first call (many call more than once)
- [] Every inquiry tracked in a CRM so no one falls through the cracks

COMPASSION AND COMPLIANCE

Protect every person's privacy and health information. Never use fear or pressure. If someone is not the right fit, help them anyway: point them to the free, confidential SAMHSA National Helpline or other resources.