



## Sample Medical Messages-On-Hold Scripts

### INTRODUCTION

Messages-On-Hold™ is an effective vehicle for healthcare organizations to promote new medical services and provide information that educates and guides patients. This document provides an example of a Messages-On-Hold™ script for a hospital, as well as a compilation of individual sample messages for a variety of medical institutions, including

- Regional Medical Practice
- Local Dental Practice (bilingual)
- Medical Supplies Company
- Pharmacy
- Health Service Company

These examples are intended to provide a starting point for thinking about your own messaging. We are happy to provide additional examples and work with you to tailor your messages to your organization's unique services.

### A TYPICAL MESSAGES-ON-HOLD SCRIPT FOR A HOSPITAL (Full Script)

#### Welcome/On hold

Thank you for calling Hutchinson Hospital, the official healthcare partner of local sports. Please hold and your call will be answered as soon as possible.

#### Hospital Value Proposition

Hutchinson Hospital is part of the Birmingham Health System, an award-winning regional provider of integrated health care services. Throughout Hutchinson Hospital, you'll find the latest in diagnostic technology, advanced medical services and physicians and nurses who deliver an exceptional level of care that meets the most rigorous medical and nursing standards.

Please hold for just a moment, and we'll give your call all the time you need.

### **Physician Referral Line**

If you're looking for an exceptional physician, look no further than the Birmingham Health System. Our highly trained and experienced physicians are committed to medical excellence. Call our physician referral line at 1-800-555-5555 to find a doctor affiliated with Hutchinson Hospital, or search our online directory at Birmingham Health dot org.

### **Center for Orthopedics and Sports Medicine**

If you suffer from orthopedic problems or a sports injury, you need Birmingham Health System's Center for Orthopedics and Sports Medicine. Our board-certified orthopedic surgeons provide a full complement of orthopedic and sports medicine services including the latest surgical procedures and implants including minimally-invasive procedures. To learn more, visit Birmingham Health dot org.

Thank you for calling. Please hold and we will be with you as quickly as possible.

### **The New Street Diabetes Center Affiliate at Birmingham Health System**

The New Street Diabetes Center Affiliate at Hutchinson Hospital offers the latest advances for treating diabetes as well as patient education and support services. Patients are cared for by a highly-experienced team of board-certified endocrinologists, certified diabetes nurse educators, dietitians and other medical support professionals. For more information, visit Birmingham Health dot org.

### **Emergency Department**

When a health emergency strikes, it's comforting to know there is a highly experienced medical team with the most sophisticated life-saving technology close by. The Emergency Department at Birmingham Health System's Hutchinson Hospital is recognized for fast patient access, exceptional care and patient satisfaction.

*(Pause)*

If you are experiencing a medical emergency, call 911 for immediate assistance. For more information on the Emergency Department, visit Birmingham Health dot org.

## **ADDITIONAL MESSAGE EXAMPLES**

## **MEDICAL PRACTICE**

XYZ Associates offers 24-hour coverage, seven days a week, including holidays. After regular office hours your call will be connected to our answering service, who will contact the physician on call. If you ever experience a life-threatening emergency, you should go directly to the nearest emergency room. After hours and during holidays or inclement weather, the XYZ Medical answering service will take your call and contact the physician on call immediately.

Thank you for calling. Please hold and we will be with you as quickly as possible.

XYZ Medical Associates is a group of physicians, nurse practitioners, physician assistants, nurses and support staff dedicated to providing a broad spectrum of primary care and multi-specialty services to patients in over ten South Shore communities in Massachusetts. Visit [www dot XYZ medical dot com](http://www.dotXYZmedical.com) for information on our physicians and services.

## **DENTAL PRACTICE (Bi-Lingual)**

Gracias por esperar... Su sonrisa es la primera impresión que puede afectar muchas áreas de su vida personal y profesional. Nuestros servicios dentales cosméticos son los mejores del área y se diseñan para ayudarlo a alcanzar la sonrisa que usted siempre ha deseado. Pregunte por nuestros tratamientos de blanqueamiento que ilumina su sonrisa. Proporcionamos trabajos de porcelana, y rellenos estéticos blancos.

Manténgase en la línea por un momento y le daremos a su llamada todo el tiempo necesario.

*(Brief pause)*

Please hold for just a moment, and we'll give your call all the time you need.

Your smile and the first impression it makes, can affect many areas of your life, both personally and professionally. Our cosmetic dental services are the finest in the area and are designed to help you achieve the smile you've always wanted. When we return to the line, ask about our complete and affordable whitening care that can light up your smile and don't forget to ask us about our porcelain veneers in white aesthetic fillings.

## **MEDICAL SUPPLIES COMPANY**

The XYZ Medical service department provides equipment repairs, calibrations and preventive maintenance. All of our technicians are Factory trained and fully experienced. We provide

after-hours and weekend emergency service support. XYZ Medical offers a free loaner service when your equipment fails to ensure minimal costly downtime in your practice.

If you are in the market for a temporary solution to your equipment needs, XYZ has an extensive inventory of rental equipment. Ask one of our friendly and knowledgeable representatives for information when we return to the line.

At XYZ Medical we offer Anesthesia service, including repairs, calibration and refurbishing. XYZ is factory trained and certified to handle all of your anesthesia equipment needs. XYZ also has Biomed Engineers and Certified Technicians on staff with over 40 years of experience in the field. Please visit our website for detailed information on our services, contact information, product catalogs and much more. You can find us at [www dot xyz medical dot com](http://www.xyzmedical.com).

Thank you for waiting. We appreciate your patience, and we assure you that we will take your call just as quickly as possible.

## **PHARMACY**

Did you know that compounded prescriptions from ABC Pharmacy are handmade daily just for you? Most compounds are prepared and ready to ship 24 hours after the order is placed. If you need your order soon, ask a customer service representative about quick shipping options via USPS or FedEx.

We appreciate your call, and we'll be right back!

Here at ABC, we strive for quality in everything we do. In fact, out of approximately 7,500 compounding pharmacies in the U.S., ABC Pharmacy is among the top Point 2 percent in quality. By adhering to internal quality control systems, pharmacy compliances, rigorous accreditations, and key partnerships, we ensure that our patients receive well-prepared medications consistently. To learn more about our commitment to quality, visit [ABC r x dot com](http://ABCrx.com). That's a-b-c r x dot com.

## HEALTHCARE SERVICES

Lifeline is registered with the U.S. Food and Drug Administration. Our quality management systems have been designed to comply with all applicable regulations.

*(Pause)* AND... Lifeline is always there for you! Our Response Center is available 24 hours a day, 7 days a week and staffed with meticulously trained, caring Personal Response Associates. For more information on Lifeline products and services, visit our website at lifeline dot com.

Thank you for waiting. We appreciate your patience, and we assure you that we will take your call just as quickly as possible.

Have you heard? Our Lifeline with AutoAlert medical alert service is the most widely adopted fall detection technology in the U.S. market today! Falls and medication errors are the two biggest threats to independent living. That's why Lifeline provides the number one Medical Alert Service and Medication Dispensing Service to offer you something else.....peace of mind!

## ABOUT MARKETING MESSAGES

Marketing Messages is a full service provider of professionally recorded voice prompts, messages, and narration for call center and web/mobile applications. Our customers employ Voice Branding™ to build brand identity, improve the caller experience, and make websites more compelling. We offer voice services for interactive voice response (IVR), auto attendant, Messages-On-Hold™, E-Learning, and narration for websites, sales presentations, and other voice-enabled applications. Since 1984, Marketing Messages has provided over 100 top quality voice artists spanning 65 languages, highly accurate scripting and editing, and rapid voice file turnaround to more than 3,700 customers –including 200 Fortune 500 companies.

## CONTACT US

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