

SCRIPT: DISCOVERY CALL



The Lucy Rose Clinic
INTEGRATIVE HEALTH SOLUTIONS

INTRODUCTION AND CONNECT (7 MINS)

Hello, this is NAME from the Lucy Rose Clinic! How are you doing today? I'm reaching out for your discovery call. Is now still a good time to chat?

Great! Well why don't you start by telling me a little bit about what prompted you to scheduled this appointment with us today?

They TALK/ You LISTEN

Thanks for sharing with me. That certainly seems like a thyroid/hormone imbalance issue. How is this affecting you day to day? How long has this been affecting you?

They TALK/ You LISTEN

IF YOU ARE STRUGGLING TO GET INFORMATION

Ask them about other symptoms they maybe having and try to connect with them:

- Energy
- Sleep
- Brain Fog/Cognitive Issues/Memory
- Anxiety/Mood
- Libido
- Muscle aches/ Joint pain

Empathise with them and give them hope

I'm really sorry to hear that you've been struggling. The good news is that you've come to the right place, this is exactly what we specialise in and we've helped nearly 30,000 people regain their (list some of their symptoms and link to how it's affecting them)..

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OUR APPROACH (2 MINS)

Our approach is not to focus on diagnosing you, but to use in-depth functional testing to establish the true biochemistry of your body and find the underlying causes of your symptoms, treat them and get you feeling like yourself again. Our practitioners are experts in taking these testing results and using them to personalise a treatment plan specifically to you and what is going on with your **(tie in patient's symptoms)**.

This can include a supplement made for you through our compounding pharmacy partner, personalised herbal medicines, individualised dietary, or lifestyle advice and health coaching. 90% of our patients see results in 16-20 weeks because our treatment is so personalised.

Does this sound like what you are looking for?

They TALK/ You LISTEN

INITIAL AND PRICING (3 MINS)

Great! The next step is to book you in for an assessment appointment with a practitioner. It costs \$187, takes 45 to an hour and is prepaid upfront. During this consultation, the practitioner will thoroughly examine your symptoms, family history, lifestyle, diet, and exercise routine. Based on their analysis, they will recommend testing for you. Our appointments are all telehealth so no need to get to a clinic, we'll send out everything you need.

To give you an idea of the potential costs, it will vary depending on the required tests.

Our pricing ranges from \$97 upwards depending on which testing panels you need, but all of our testing panels average out around \$200 each. We also offer packages which combine testing, consultations and support services at a discounted price.

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Our top package includes all the testing panels we offer, all our support services and we guarantee results with it. It is \$2,997. We do have other packages that have less inclusions and payment plans available if you need them.

Having said all that, the purpose of the assessment appointment is for your practitioner to work with you to figure out what the best solution is for you because everybody is different.

Does that all make sense? Do you have any questions at all?

They TALK/ You LISTEN

BOOK THE APPOINTMENT (3 MINS)

Fantastic! Let's go ahead and schedule your assessment appointment.

Does Morning or Afternoon work best for you?
Consults are generally via Zoom, does that suit you?
May I have some of your details?

Great - I have you all booked in for DATE at TIME. I'll send you out a confirmation email which has an intake form attached. If you make sure to fill that out prior to your appt that would be great.

Your Zoom details will be sent the morning of your appointment and if you have any questions at all please don't hesitate to hit reply on any of the emails I send out to you or give us a call on our 1300 number.

Thank you so much for your time NAME, have a great day!

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SMS FOR NO SHOW

Hi, Sorry we've missed you for your 15min call today. Please click <https://bit.ly/rebookappt> or call 1300 THYROID to reschedule. The Lucy Rose Clinic

SMS CLIENTS INTERESTED IN PACKAGES THAT HAVE BOOKED A FOLLOW UP

Hi, It was lovely speaking to you today. Here is the link to the testing packages. Click here to download <https://adobe.ly/3sSAZxM> - Talk soon!
NAME

SMS FOR THOSE WANTING TO CANCEL

Hi, As requested, your free 15-minute introductory phone call has now been cancelled. Feel free to rebook using this link <https://bit.ly/rebookappt>
Regards, The Lucy Rose Clinic

SMS FOR THOSE WANTING TO RESCHEDULE

Hi, we are happy to reschedule your call. Please use this link to rebook at any time <https://bit.ly/rebookappt> Kind regards, The Lucy Rose Clinic