

Telephone On-hold Message

As part of setting up *Your Practice Online™*, it is recommended that you publicize your Web site in as many avenues as possible. While patients are on hold, you can let them know that they can obtain much of the information they seek from your Web site. A short message will save you and your staff time by directing their questions to your newly created online source.

Below is a sample on-hold message:

Thank you for calling [practice name here]. Please hold to speak with an operator, or for more immediate assistance you can visit our Web site at [URL address], where you can find information regarding the insurance we accept, our specialties, our office hours, fax number, directions, as well as a library of reliable health information selected by our physicians from the medical community's most trusted sources. [URL address].