



Scheduling & No-Show Patient Loss

Empty chairs = immediate lost revenue. Fix scheduling friction, offer same-day openings, and tighten reminders to book more consults today.

What to Check

- Do you offer same-day / next-day openings to inbound leads and your waitlist?
- Is there a staff owner for cancellations and same-day fill (name/role)?
- Are appointment reminders sent via SMS + email 24 hours and 2 hours before the visit?

Why It Matters

Open slots and no-shows are direct, recoverable revenue. Practices that systematically fill same-day openings and reduce no-shows convert more chairs into collected fees without increasing ad spend.



Immediate Fix:

Text your waitlist about today's same-day openings now. Use this SMS.

Waitlist SMS (same-day opening): Hi {FirstName}, we have a same-day opening today at {Time}. Reply YES and we'll hold it for you. — {PracticeName}

Scripts Column

24-Hour Reminder (SMS): Reminder: {PracticeName} — You have an appointment with Dr. {LastName} on {Date} at {Time}. Reply 1 to confirm or 2 to reschedule.

2-Hour Reminder (SMS): Today at {Time}: {PracticeName} — We look forward to seeing you. Reply 1 to confirm or call us at {Phone}.

Phone script — cancellation / waitlist owner: "Hi, this is {Name} at {PracticeName}. We had a cancellation for {Time} today — would you like to take that opening?"

No-show follow-up (SMS): Hi {FirstName}, we missed you at {PracticeName} today. Would you like to reschedule? Reply BOOK and we'll send options.

15-Minute Quick Play

- Export today's cancellation + waitlist contact list (top 50 names).
- Send the Waitlist SMS to that list now.
- Triage replies: YES → call to confirm and book. NO/no reply → mark as contacted.
- Update schedule & send 24-hr & 2-hr reminders.

3-Day Test

- Day 1: Text 100 waitlist numbers and track bookings.
- Day 2: Send reminders and measure no-shows.
- Day 3: Compare same-day fill vs baseline and compute revenue from filled slots.

Key Performance Indicators (KPIs)

Same-day fill rate target:

70%+

No-show target:

<5–8%

Lead response goal:

<5 minutes

Want the ChatGPT prompts, reminder automations, and templates to scale this?

Upgrade to the Mini AI Marketing Kit (3 prompts + 3 editable templates) or book a FREE 15-minute ROI call:

Schedule Today

