

A clearer implant consultation journey

A fictional demonstration of the page, form and response assets supplied in a seven-day sprint.

DEMONSTRATION ONLY

This is not a real practice or case study. It contains no performance result, patient data or clinical recommendation. Every appointment detail, price and patient-facing statement must be approved by the commissioning practice before use.

1. First-screen decision

Replace a missing tooth with a plan you understand

Speak with our implant coordinator about the concern you want to address, the appointments involved and the right next step for you.

REQUEST AN IMPLANT CONVERSATION

Prefer to speak now? Call [number]

Helper: This is an initial non-clinical conversation, not a diagnosis or confirmed booking. A dentist must assess suitability before recommending treatment.

2. What the first conversation covers

1 The patient's goal

Whether they want to discuss one tooth, several teeth, denture support or are not yet sure.

2 The appointment sequence

Who conducts the first conversation and when a clinical assessment is required.

3 Approved cost context

The consultation fee, its inclusions and either an accurate qualified starting price or a clear explanation of personalised costing.

4 The next response

Who will make contact, by which channel and within an honest operating-hours window.

3. Price bridge — practice chooses one approved route

WHEN FIGURES ARE APPROVED

Start with a [free/£X] conversation with [role]. The clinical assessment is £[X] and includes [approved inclusions]. Treatment starts from £[X], subject to assessment and the written plan.

WHEN A STARTING FIGURE WOULD MISLEAD

Treatment is planned individually because the number of teeth, available bone, restoration and supporting care can change the fee. We explain the consultation cost before booking and provide a written estimate after assessment.

From enquiry to a reliable response

The page promise and front-desk process are designed as one journey.

4. Minimum enquiry form

1

Name

Enough to address the reply.

2

Preferred reply method

Phone or email; require only the field selected by the patient.

3

General contact window

Morning, afternoon or evening as a preference—not an exact-time promise.

4

What would you like to discuss?

One tooth, several teeth, loose denture or not sure. Do not ask for a diagnosis.

5

Privacy acknowledgement

Use wording and links approved by the practice; do not invite medical history in the open message.

5. Treatment-specific confirmation

Your implant enquiry has reached the team

Thank you. This is a request to be contacted, not a confirmed appointment. [Role/team] will reply by [selected channel] within [honest response window] during opening hours.

If you need urgent dental care, do not wait for this reply. Call [practice number] and follow the practice's approved out-of-hours instructions.

6. First-response script

"Hello [first name], this is [team member] from [practice]. You asked to discuss [selected implant route]. I can explain the first appointment and help arrange the right next step. I cannot assess clinical suitability by message, but the dentist can do that at the appropriate appointment. Would you prefer a short call or the available appointment information by email?"

7. Developer-ready implementation order

1

Unify the action

Route every implant call to action to the same clearly named first step.

2

Place decision context early

Put the appointment, cost bridge and response expectation beside the first action.

3

Minimise the form

Use conditional contact fields and only non-clinical routing questions.

4

Confirm precisely

Replace the generic success screen with the treatment-specific acknowledgement.

5

Test the handoff

Check mobile, keyboard access, form errors, delivery to reception and the first-response ownership.