

The No-Show Recovery Script

Word for word: what your front desk says and texts when a patient doesn't turn up, so the empty chair becomes a rebooked one.

 Your clinic

Today, 2:41 pm

Hi Emma, it's the clinic. We missed you at 2 today, hope everything's okay. You can pick a new time here, or just reply with a day that suits you.

So sorry, completely forgot! Is Thursday morning free?

Thursday at 10 is yours. Confirmation's on its way.

✓ Rebooked, same day

INSIDE

01

The same-day call

The call, the voicemail, and 4 lines to stop saying.

02

The 3-text follow-up

Copy-paste texts for when they don't pick up.

03

Stop the next one

3 habits that cut no-shows before they happen.

WITHIN 15 MINUTES OF THE MISSED TIME

Call them while the slot is still warm.

Lead with care, not the fee, and get a new time on the calendar before you hang up.

1

Care before the fee. Ask if they're okay first. The fee can wait.

2

Offer this week. A day-part choice is easier to answer than "when suits you?"

3

Text before you hang up. The new time or the link goes into their phone on the call.

YOU

"Hi [Name], it's [your name] from [clinic]. We had you down for [2 o'clock] today and missed you. Is everything okay?"

IF THEY FORGOT

"No problem at all, it happens. I can get you back in this week. Are mornings or afternoons better for you?"

WHEN THEY PICK

"Great, I've got [day] at [time]. I'll text you the confirmation now so it's in your phone."

IF UNSURE

"Totally fine. I'll text you the booking link now. It takes 30 seconds whenever you're ready."

IF IT WAS COST

"Thanks for telling me. Before you rebook, let me get [the team] to walk you through the cost options."

VOICEMAIL

"Hi [Name], it's [clinic]. We missed you at [time] today, hope all's okay. I'm texting you a link to rebook, it takes 30 seconds. Or call us on [number]."
Under 20 seconds. Then send Text 1 straight away.

DON'T SAY

DO SAY

~~"You missed your appointment today."~~

"We missed you at 2 today. Is everything okay?"

~~"There's a fee for missed appointments."~~

"No problem, it happens. Mornings or afternoons?"

~~"Just call us when you're ready to rebook."~~

"I'll text you the link now. It takes 30 seconds."

~~"We left you a voicemail." Then nothing.~~

Voicemail, then Text 1, then Text 2.

WHEN THEY DON'T PICK UP

Three texts. Then stop.

Most patients who miss an appointment aren't avoiding you. They're embarrassed or busy. Make the way back easy, and make it just as easy to say "not now".

Text 1

Within 1 hour of the missed time

Hi **[Name]**, it's **[clinic]**. We missed you at **[time]** today, hope everything's okay. You can pick a new time here: **[link]**. Or just reply with a day that suits you.

Why it works: no blame, one link, and replying with a day is easier than clicking.

Text 2

Next morning, about 9am

Morning **[Name]**, still want to get that **[check-up]** sorted? **[Thursday at 10]** is free. Reply YES and it's yours.

Why it works: a real time beats an open question, and YES is a one-word answer.

Text 3

Day 4, last touch

Hi **[Name]**, last nudge from us. If now's not a good time, no problem, just reply LATER and we'll check in next month. Otherwise here's the link: **[link]**

Why it works: an easy "no" gets more replies than pressure, and LATER keeps them on your list.

The rules

- Send it from the clinic's name, not a no-reply number.
- One link, one question per text. Never both a link and three options.
- Always give an easy no. Patients who feel chased go quiet.
- Stop after 3. Anyone who replied LATER goes back on next month's list.

Log every one

- Write down **who missed, who rebooked, and who said later.**
- Check it once a week. The patients on it are **already yours**, you just have to bring them back.
- If one patient misses twice, ask the **"anything that might stop you"** question on page 4 at their next booking.

Check your messaging rules before you automate texts: TCPA in the US, PECR and UK GDPR in the UK. Appointment admin to your own patients is usually treated differently from marketing, but confirm it for your clinic.

BEFORE IT HAPPENS

The best recovery call is the one you never have to make.

Three habits at the desk that stop most no-shows before they happen.

AT BOOKING

Ask the question nobody asks.

"Is there anything that might stop you making **[Tuesday]** ?"

It surfaces the childcare, the shift, the cost worry, while you can still fix it.

DAY BEFORE

Confirm, don't just remind. A reminder tells them. A confirmation asks them.

"Hi **[Name]**, you're booked for **[time]** tomorrow. Reply C to confirm or R to reschedule."

No reply by the end of the day? Call them. That's your early warning.

ALWAYS

Keep a waitlist. A short list of patients who want an earlier slot. When someone cancels, text the list straight away.

"Hi **[Name]**, a **[3pm Thursday]** slot just opened. Want it? Reply YES."



Where MTS fits

This script works by hand. The hard part is doing it every single day, on time, for every patient, while the phone keeps ringing.

MTS confirms every appointment the day before and again on the day, and sends the booking confirmation the moment a patient rebooks. Your team only has to run this script for the few who still slip through.

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