FREE SCORECARD // DOCTOR + OFFICE MANAGER

The 4 Leaks Scorecard

Consults that aren't closing are usually leaking in one of four places, and each one has a different fix. Find yours, then fix that one first.

PRACTICE LOGO

[Practice name]

HOW TO USE Read the four leaks with your team and tick the one that sounds like your office. Then track the numbers on page 2 every week and watch the one that matches your leak.

1 Discovery leak

IF **Leads aren't qualified.**

WHY Your front desk is booking anybody with a pulse.

FIX Ask what's going on, how long they've been dealing with it, what made them look into treatment now, whether they're a candidate for what they want, and when they're looking to get started. Then bring up money with a smile: “Most of our patients put zero money down and make their first payment in 30 days, or were you looking to come in with a bag of cash?” (use your real terms)

NUMBER TO WATCH

Booked consults ÷ leads

☐ **This is us**

2 Confirmation leak

IF **They book, but they don't show up.**

WHY That reminder text is not a confirmation.

FIX You need them to reply: “Yes, I will be there 15 minutes early to complete my paperwork.”

NUMBER TO WATCH

Show rate

☐ **This is us**

3 Expectations leak

IF **They show up and say “I need to think about it.”**

WHY You're not setting clear enough expectations during the consult.

FIX Before they even see the doctor, they know the price ranges, that the consult is the first step, and how financing works.

NUMBER TO WATCH

How many “think about it”s

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4 Closing leak

IF **Consults aren't getting started with treatment at all.**

WHY The coordinator conversation is missing.

FIX Your treatment coordinator has the conversation during discovery, before they see the doctor, and again afterwards.

NUMBER TO WATCH

Close rate

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OUR LEAK, AND THE ONE FIX WE START THIS WEEK

FREE SCORECARD // WEEKLY TRACKER

Track the 10 numbers

Fill in the counts, do the division, and watch the number that matches your leak. Same numbers every week.

NUMBER	HOW TO GET IT	WEEK 1	WEEK 2	WEEK 3	WEEK 4	MONTH
Ad spend	from your ad accounts					
Leads	count					
Cost per lead	ad spend ÷ leads					
Booked consults	count					
Cost per booked	ad spend ÷ booked					
Showed consults	count (input)					
Show rate	showed ÷ booked					
Cost per showed	ad spend ÷ showed					
New patients started	count (input)					
Close rate	started ÷ showed					
Average case value	collected ÷ started					
Cost per new patient	ad spend ÷ started					

→ Which leak is it?

IF THIS NUMBER IS LOW	LOOK AT THIS LEAK
Booked consults ÷ leads, or booked patients aren't a fit	**1 Discovery**
Show rate	**2 Confirmation**
Close rate, with lots of “I need to think about it”	**3 Expectations**
Close rate, with no clear reason	**4 Closing**

The 10 numbers are the ones from the NUMBERS video series (showed consults and new patients started are the two counts you need for the math). Your figures stay with you.

WANT THE WHOLE SYSTEM?

The Implant Consult Playbook

This scorecard finds your leak. The Playbook fixes all four, with trackers that do the math for you.

01 What you get

28 PAGE SYSTEM + 14 TOOLS

- **Weekly Scorecard and 10 Numbers (Excel):** the formulas are already in it.
- **Call Log and Speed to Lead:** for the discovery leak.
- **Consult Hold and No-Show Policy:** for the confirmation leak.
- **Your Plan Patient Summary:** for the expectations leak.
- **Doctor Handoff Brief and Financial Options Worksheet:** for the closing leak.
- **Follow-Up Tracker** plus text and email templates and desk cards.

28 page system: the first call, booking and confirming, the consult, the money conversation, follow-up and the weekly numbers.

02 Get it

ONE PRACTICE LICENSE, INSTANT DOWNLOAD

Get the Playbook + Toolkit →

CLOSINGMORECASES.COM/IMPLANT-CONSULT-PLAYBOOK

Fillable PDFs, Word and Excel files your team can use the same day. Questions: DM @blakekhundley on Instagram.

