

# FriendlyBots

AI CHAT AGENTS FOR AUSTRALIAN DENTAL PRACTICES

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## The Dental Patient Message Pack

30+ ready-to-use SMS and email templates for booking, reminders, recall, treatment follow-up and more. Australian English, AHPRA-aware, written to get replies.

**Includes merge fields · Copy and send today · Compliance notes included**

[friendlybots.com.au](https://friendlybots.com.au)

## BEFORE YOU START

# How to use this pack

Each template is ready to copy into your practice management system, SMS platform, or email tool. Swap the **merge fields** below for the real values your system provides, read it aloud once to make sure it sounds like your practice, then send. Shorter SMS messages are better: aim to keep them under 320 characters so they display as a single message on most carriers.

Keep the tone warm and direct. Patients respond better to a message that sounds like it came from a real person at reception than one that reads like a formal notice. Use the patient's first name, keep sentences short, and always make the next step obvious.

### Merge fields used in this pack:



### AUSTRALIAN COMPLIANCE NOTES (NOT LEGAL ADVICE)

**Spam Act 2003:** Any message that promotes a service (recall reminders, treatment nudges, review requests) is a commercial electronic message and requires the recipient's express or inferred consent, a clear sender identification, and a functional unsubscribe mechanism. Add "Reply STOP to opt out" to all marketing-style SMS messages and an unsubscribe link to emails. Transactional messages (booking confirmations, day-of reminders) are generally exempt, but good practice is to identify your practice in every message.

**Privacy Act 1988 / Australian Privacy Principles:** Only collect and use patient contact details for the purpose they were provided. Do not send marketing messages without consent captured at intake or via an opt-in mechanism. Store consent records.

**AHPRA advertising guidelines:** Do not claim to be "the best", make unverifiable comparisons, or incentivise specific-star reviews. Review requests in this pack are written to be compliant: they invite honest feedback without directing patients to leave a particular rating.

**On autopilot with a FriendlyBots agent:** your agent identifies which message is right for each patient, personalises the merge fields from your PMS, sends at the right time, and logs the reply so nothing falls through the cracks at reception.

## SECTION 1

# New-patient & Booking

First impressions matter. These messages cover the moments between a patient's first enquiry and their confirmed seat in the chair.

**On autopilot with a FriendlyBots agent:** enquiries received after hours receive an instant reply, new-patient forms are sent automatically, and bookings are confirmed without reception lifting a finger.

**SMS**

*Trigger: enquiry received outside business hours*

Hi [FirstName], thanks for reaching out to [PracticeName]. We're not in the office right now but we'll be in touch first thing tomorrow. To book online anytime: [BookingLink]

[PracticeName] | Reply STOP to opt out

**Why it works:** Acknowledges the enquiry immediately so the patient doesn't shop elsewhere overnight. The booking link lets motivated patients self-serve without waiting.

**SMS**

*Trigger: new-patient record created, sent same day*

Hi [FirstName], welcome to [PracticeName]! We're looking forward to meeting you. Your first appointment is on [Date] at [Time] with [Dentist]. Any questions before your visit? Just reply here. See you soon.

**Why it works:** A warm, personal welcome reduces no-shows and opens a two-way conversation. No opt-out needed here as this is a transactional service message.

**EMAIL**

Trigger: booking confirmed, sent immediately

Subject: Your appointment at [PracticeName] is confirmed

Hi [FirstName],

You're all booked in. Here are your details:

Date: [Date]  
Time: [Time]  
Dentist: [Dentist]  
Address: [Address]

If you need to reschedule, just reply to this email or call us on [Phone] at least 24 hours ahead.

We'll send a reminder the day before. See you soon!

The team at [PracticeName]

**Why it works:** Puts all the key details in one scannable place. The clear reschedule path reduces the chance of a silent no-show.

**SMS**

Trigger: missed inbound call, sent within 5 minutes

Hi, it's [PracticeName]. Sorry we missed your call. We'd love to help. Give us a ring on [Phone] or book online at [BookingLink].

Reply STOP to opt out

**Why it works:** Catches the patient before they call a competitor. Speed matters here: the faster the follow-up, the higher the conversion.

**EMAIL**

*Sent 2 to 3 days before first-ever appointment*

Subject: What to expect at your first visit to [PracticeName]

Hi [FirstName],

We're looking forward to seeing you on [Date] at [Time]. Here's a quick overview of what your first visit looks like:

Your appointment will run for approximately 60 minutes. [Dentist] will start with a gentle check-up and chat about your dental health history. There's no rush and no judgement.

A couple of things to have ready:

- Your health fund card (we do on-the-spot HICAPS claiming)
- A list of any current medications
- Any X-rays from your previous dentist, if you have them

If you're feeling nervous, please let us know when you arrive. We work at your pace.

See you soon,

The team at [PracticeName]

[Phone]

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**Why it works:** Reduces anxiety and reduces no-shows. Mentioning health fund removes a common "will I be out of pocket?" hesitation before it arises.

## SECTION 2

# Appointment Reminders & Confirmations

No-shows cost the average dental practice thousands of dollars a month. These messages turn passive bookings into active confirmations.

**On autopilot with a FriendlyBots agent:** reminders fire at the right intervals without any manual scheduling, patient replies are parsed automatically to confirm or reschedule, and freed-up slots are offered to your waitlist in real time.

**SMS**

*3 days before appointment*

Hi [FirstName], just a reminder that you have an appointment at [PracticeName] on [Date] at [Time] with [Dentist]. If you need to change it, reply here or call [Phone]. See you soon!

**Why it works:** Three days gives the patient enough time to reschedule without the slot going to waste. Conversational tone keeps it from feeling like a robocall.

**SMS**

*1 day before appointment, with one-tap confirm option*

Hi [FirstName], see you tomorrow at [Time] at [PracticeName]! Please reply YES to confirm or call [Phone] if you need to reschedule. Thanks!

**Why it works:** "Reply YES" is the lowest-friction confirmation ask possible. A FriendlyBots agent can read that YES and mark the appointment confirmed automatically in your PMS.

**SMS**

*Morning of appointment (send 2 to 3 hours before)*

Good morning [FirstName]! A quick reminder: you're with [Dentist] at [PracticeName] at [Time] today. [Address]. See you then!

**Why it works:** A same-day nudge with the address catches patients who are unsure of directions and reinforces that the appointment is real and expected.

**SMS**

*Send 15 minutes after a no-show*

Hi [FirstName], we noticed you may have missed your appointment today at [PracticeName]. No worries at all. We'd love to find you another time: [BookingLink] or call [Phone]. Take care!

**Why it works:** A non-judgmental follow-up re-engages patients who had a genuine reason for missing and rescues the relationship before it goes cold.

**SMS**

*Trigger: cancellation received, patient added to waitlist*

Hi [FirstName], good news! A slot has just opened at [PracticeName] on [Date] at [Time] with [Dentist]. Want it? Reply YES and it's yours, or book at [BookingLink]. Offer valid for 2 hours.

**Why it works:** The scarcity element ("valid for 2 hours") drives fast decisions and fills gaps that would otherwise sit empty. Clear YES reply path keeps friction low.

### SECTION 3

## Recall & Reactivation

Recall is where most practices leave the most revenue on the table. A warm, timely message beats a generic postcard every time.

**On autopilot with a FriendlyBots agent:** your agent monitors recall due dates in your PMS, sends the right message at the right interval, handles replies, and books the appointment without reception making a single outbound call.

SMS

*6-month recall: send when due date is 2 weeks away*

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Hi [FirstName], it's time for your 6-month check-up and clean at
[PracticeName]! Book at [BookingLink] or reply here and we'll find a time
that suits you.
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[PracticeName] | Reply STOP to opt out
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**Why it works:** Sent at the right moment, before the patient forgets or pushes it out. Self-service booking link reduces barriers to committing.

**EMAIL***9-month overdue recall*

Subject: Your check-up is a little overdue, [FirstName]

Hi [FirstName],

It's been about 9 months since your last visit to [PracticeName] and we wanted to check in. We know life gets busy.

A regular check-up keeps small issues small, so if you're due for a clean and exam, now is a good time to lock something in.

Book online at [BookingLink] or give us a call on [Phone].

We'd love to see you again.

The team at [PracticeName]

To unsubscribe from reminder emails, reply with UNSUBSCRIBE.

**Why it works:** Acknowledges that life is busy without being preachy. "Keeps small issues small" is a genuine clinical benefit, not a scare tactic.

**SMS***12-month overdue: final gentle nudge*

Hi [FirstName], it's been a while and we miss you at [PracticeName]! Your last visit was over 12 months ago. When you're ready, we're here: [BookingLink] or [Phone].

Reply STOP to opt out

**Why it works:** "We miss you" is personal without being guilt-inducing. Keeping the CTA low-pressure respects patients who may have had a bad experience elsewhere.

**EMAIL**

*Reactivation with a specific reason to return*

Subject: A reason to book your check-up this month

Hi [FirstName],

If you've been putting off your dental check-up, here's a gentle nudge: [PracticeName] now offers [add relevant feature, e.g. Saturday appointments / new payment plans / same-day emergency appointments]. We've made it easier to fit your dental care around your schedule.

Your last visit was a while ago. A clean and check-up usually takes about an hour and most patients leave feeling great about their teeth.

Book at [BookingLink] or call [Phone].

We'd love to welcome you back.

[PracticeName]

To unsubscribe, reply UNSUBSCRIBE.

**Why it works:** Gives patients a new reason to act rather than re-sending the same message. Customise the feature line to whatever is genuinely new at your practice.

**SMS**

*Sent after a reactivated patient books*

Hi [FirstName], great to have you back! We've got you booked in on [Date] at [Time] at [PracticeName]. Looking forward to seeing you again.

**Why it works:** Reinforces the booking and rebuilds the relationship with a warm, personal tone. No ask needed here: the job is done.

## SECTION 4

# Treatment Plan & Acceptance

Patients who understand their treatment plan are more likely to accept it. These messages support the clinical conversation in plain language, without pressure.

**On autopilot with a FriendlyBots agent:** treatment plan summaries are sent automatically after the consult, follow-ups fire if no response is received within a set window, and patients can ask questions or book straight from the message.

**EMAIL**

*Sent within 2 hours of the consultation*

Subject: Your treatment summary from today's visit, [FirstName]

Hi [FirstName],

Thanks for coming in today. As discussed with [Dentist], here is a summary of the treatment recommended for you:

Treatment: [TreatmentName]  
Estimated cost: [Amount]  
Estimated time: [add duration]

We've outlined payment options below so you have everything in one place.

This summary is for your reference only and not a clinical record. Your full notes are held securely in our system.

When you're ready to book, reply to this email, call us on [Phone], or book online at [BookingLink].

No rush at all. If you have any questions about what was discussed, we're happy to talk it through.

[Dentist] and the team at [PracticeName]

**Why it works:** Removes the "I need to think about it" delay by giving patients the information they need to make a decision at home, on their own terms.

**EMAIL**

*Sent with or shortly after the treatment summary*

Subject: Payment options for your treatment at [PracticeName]

Hi [FirstName],

We want to make sure cost isn't a barrier to getting the care you need. Here are the ways you can pay for your treatment at [PracticeName]:

[PaymentOptions - e.g. HICAPS same-day claiming / ZIP / Afterpay / payment plans available, ask at reception]

If you'd like to understand exactly what your health fund will cover, give us a call on [Phone] and we can check your extras for you.

[PracticeName] | [Phone] | [BookingLink]

**Why it works:** Cost is the most common unspoken objection. Addressing it proactively moves patients from "I'll think about it" to "I can actually do this".

**SMS**

*5 days after treatment plan sent, no response received*

Hi [FirstName], just checking in. We sent through your treatment summary from [PracticeName] last week. Any questions at all? Happy to talk it through. Reply here or call [Phone].

Reply STOP to opt out

**Why it works:** A single, non-pushy follow-up catches patients who intended to book but got busy. Offering to "talk it through" lowers the barrier for patients who have concerns.

**SMS**

*2 to 3 days before a scheduled treatment appointment*

Hi [FirstName], just a heads-up before your [TreatmentName] appointment at [PracticeName] on [Date] at [Time]. [Dentist] recommends [add relevant prep, e.g. eating beforehand / avoiding aspirin / bringing your health fund card]. Any questions? Reply here or call [Phone].

**Why it works:** Pre-treatment prep messages reduce appointment complications, show clinical care, and make patients feel looked after before they arrive.

## SECTION 5

# Anxiety & Patient Experience

Around 1 in 6 Australians experience dental anxiety. These messages show patients that your practice notices them and works at their pace.

**On autopilot with a FriendlyBots agent:** patients flagged as anxious in your PMS receive a personalised reassurance message before their visit, and post-visit follow-ups are sent automatically to close the loop and invite honest feedback.

### EMAIL

*Sent 3 days before, for patients flagged as first-visit or anxious*

Subject: A quick note before your visit to [PracticeName]

Hi [FirstName],

We know visiting the dentist isn't always top of the "things I'm looking forward to" list. That's completely normal and you're not alone.

At [PracticeName] we work at your pace. If you'd like to stop at any point, just raise your hand and we will. There's no rush and no judgement.

A few things that might help:

- Let reception know when you arrive that you'd like a moment to settle in
- Tell [Dentist] what you're most worried about. The more we know, the better we can help
- Bring headphones if music helps you relax

If you'd like to chat before your appointment, call us on [Phone]. We're happy to answer any questions.

See you on [Date],  
The team at [PracticeName]

**Why it works:** Addresses anxiety before it becomes a no-show. Giving patients practical tools (hand signal, mentioning headphones) makes the message feel genuinely useful rather than hollow reassurance.

**SMS**

*Day before appointment, for patients who indicated anxiety at intake*

Hi [FirstName], see you tomorrow at [PracticeName] at [Time]. We've noted that you'd like a gentle approach. [Dentist] is looking forward to meeting you. Any questions before tomorrow? Reply here.

**Why it works:** Confirming that the practice has noted their preference shows real care and significantly reduces anxiety-driven cancellations.

**SMS**

*2 to 4 hours after appointment*

Hi [FirstName], thanks so much for coming in today. We hope everything went smoothly. If you have any questions or concerns in the next 24 hours, please don't hesitate to call us on [Phone]. Take care!

**Why it works:** A post-visit check-in reduces the likelihood of patients taking concerns to Google Reviews rather than back to the practice. It also shows genuine clinical follow-through.

**SMS**

*24 to 48 hours after appointment (review request)*

Hi [FirstName], we hope you're feeling well after your visit. If you have a moment, an honest review helps other patients find us: [ReviewLink]. Thank you for choosing [PracticeName].

Reply STOP to opt out

**Why it works:** AHPRA-compliant: asks for an "honest review" without specifying a star rating or offering an incentive. Timing matters: 24 to 48 hours post-visit is when patients are most likely to follow through.

## SECTION 6

# Front-desk FAQ Quick-replies

These are the questions your front desk answers 10 times a day. Save them as quick-reply templates in your SMS or chat tool so every team member gives the same accurate answer in seconds.

**On autopilot with a FriendlyBots agent:** your AI agent answers these questions instantly, any time of day or night, without tying up your front desk. After-hours enquiries get a real answer, not a voicemail.

### SMS / CHAT QUICK-REPLY

*In response to: "What are your opening hours?"*

Hi [FirstName], we're open [Days and hours, e.g. Mon-Fri 8am-6pm, Sat 8am-1pm]. We're closed on Sundays and public holidays. You can book online anytime at [BookingLink]. Is there anything else we can help with?

**Why it works:** Answers the question, then moves toward a booking. Update the hours field to match your practice roster.

### SMS / CHAT QUICK-REPLY

*In response to: "Do you accept my health fund?"*

Hi [FirstName], yes, [PracticeName] offers HICAPS on-the-spot health fund claiming, so you only pay the gap on the day. We accept all major funds including [FundName]. Not sure what you're covered for? Call us on [Phone] and we can check your extras before your visit.

**Why it works:** Removes the most common financial objection before it can delay a booking. Offering to check their extras is a genuine, low-cost service that builds trust.

**SMS / CHAT QUICK-REPLY**

*In response to: "Where are you located / where do I park?"*

Hi [FirstName], we're at [Address]. The easiest parking is [add parking details, e.g. free 2-hour street parking on Smith St, or the multi-storey on Jones St]. We're a [X-minute] walk from [nearest landmark or train station]. See you soon!

**Why it works:** Specific, practical information builds confidence that patients will find you. Generic directions ("near the shops") send patients to Google Maps and increase the risk of confusion.

**SMS / CHAT QUICK-REPLY**

*In response to: "How much does a check-up cost?"*

Hi [FirstName], a standard check-up and clean at [PracticeName] starts from [Amount]. The exact cost depends on what's involved, and we'll always go through the estimate with you before we start any work. We also offer [PaymentOptions]. Happy to book you in for a no-surprises consult: [BookingLink] or call [Phone].

**Why it works:** Transparent fee communication is one of the biggest trust builders in dental care. "No surprises" directly addresses the most common reason patients avoid the dentist.

YOU'VE REACHED THE END OF THE PACK

**30+ templates. Ready to use today.**

## FriendlyBots

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### These templates work even better on autopilot.

A FriendlyBots AI agent sends the right message at the right moment, reads the patient's reply, and books the appointment straight into your diary. No extra staff. No dropped enquiries. No chasing recalls by hand.

We work exclusively with Australian dental practices. If you'd like to see how it works for your clinic, email us for a walkthrough. No sales pitch, just a real demo on your own data.

**[hello@friendlybots.com.au](mailto:hello@friendlybots.com.au)**

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