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Free sample
Dental & Clinic Vault

One complete playbook from the Vault, free, plus the full list of what's inside. Written for dental practices and private clinics. Doable yourself, no coding, no setup from us.

5 pages

1 full playbook

12 in the full Vault

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What's inside the full Vault

12 step-by-step playbooks and 15 copy-paste templates in a members web app. Tick steps off as you go; it remembers your progress on phone or computer.

Section	Playbook	Time
Win new patients	**No more lost calls at lunch and after hours**	1 hour
Win new patients	**A Google profile patients trust**	1–2 hours
Win new patients	**Online booking and enquiries**	2–4 hours
Win new patients	**A smooth first visit for new patients**	2 hours
Keep the diary full	**Recalls that actually bring patients back**	2 hours to set up
Keep the diary full	**Fewer no-shows and late cancellations** (this sample)	1–2 hours
Keep the diary full	**A short-notice list to fill gaps**	1 hour
Keep the diary full	**Patient messages and data, done safely**	1–2 hours
Grow the practice	**Reviews, asked for the right way**	30 minutes to set up
Grow the practice	**Follow up treatment plans patients haven't booked**	1 hour to set up, 30 minutes a week
Grow the practice	**Marketing that stays within the rules**	2 hours
Grow the practice	**Clear prices and payment options**	2 hours

Sample playbook: Fewer no-shows and late cancellations

Patients get reminders, can cancel easily, and know your policy, so fewer appointments are wasted.

Time	Cost	Level
1–2 hours	Free to low cost	Beginner

Why it matters

Every missed appointment is clinical time lost and another patient who could have been seen.

Tools

- Automated reminders
- A written cancellation policy

Steps

1. **Send two reminders**: One a few days before and one the day before, with an easy way to confirm or cancel.
2. **Write a clear policy**: How much notice you need, what happens after repeated missed appointments, and any charge for private patients. Show it when people book.
3. **Make cancelling easy**: A reply to the text or a link. Easier cancelling means more slots you can refill.

Steps (continued)

4. **Follow up missed appointments**: Contact the patient the same day, kindly, to rebook and check all is well.
5. **Track patterns**: Note no-shows by appointment type and time to see where reminders or deposits help.

Copy-paste templates

> **Day-before reminder:** Hi [name], a reminder of your appointment at [practice] tomorrow, [date] at [time]. Reply C to confirm or R to rearrange. Please give [24/48] hours' notice if you can't make it.

> **Missed appointment message:** Hi [name], we missed you today at [time]. We hope everything's OK. Please call [phone] or reply to rebook.

Done when

- [ ] Two reminders set
- [ ] Cancellation policy written and shown
- [ ] Easy way to cancel
- [ ] Same-day follow-up
- [ ] No-shows tracked

Avoid these

- Any missed-appointment charge for private patients must be clear before booking and fair; NHS rules differ, so check them for NHS patients.
- Be kind: a missed appointment can be a sign someone is anxious or unwell.

The 90-day quick start in the full Vault

1. Week 1: Missed-call cover and voicemail, then your Google profile.
2. Week 2: Online booking for simple appointment types and the new patient welcome.
3. Week 3: Recall reminders automated and the overdue recall report.
4. Week 4: No-show reminders, cancellation policy and the short-notice list.
5. Month 2: Messaging and data policy, and the review request routine.
6. Month 3: Treatment plan follow-ups, a marketing compliance check, and clear prices and payment options.

Get the full Dental & Clinic Vault

All 12 playbooks and 15 templates, £47 one-off, lifetime access, instant access after payment.
See inside: **lumin42.com/dental-vault**

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