

— FOR CLINIC COORDINATORS

Patient reply templates.

Ready-to-copy messages for WhatsApp, Instagram and email, from the first price question to a polite no.

USE

Copy, adapt, send

FOR

Coordinators and front desk

EDITION

October 2026

HOW TO USE IT

Write each reply once. Send it well every time.

Coordinators answer the same questions many times a day, often on a phone, between two patients at the desk. The replies that suffer are the ones written in a hurry: a price with no context, three messages where one would do, a follow-up that sounds like pressure.

These templates are a starting point, not a script. Replace every [bracket], adjust the words to your clinic's voice, and ask your medical director to read anything that touches on a treatment before your team uses it.

Adapt	Replace the brackets with your clinic's details and adjust the tone to your voice.
Check	Have your medical director approve the wording on treatments, recovery and aftercare.
Save	Store the final versions as quick replies in WhatsApp Business, Instagram and your email, so everyone sends the same ones.

01 Tone rules for every reply

The templates only work if every message keeps to these five rules.

- ☐ **Every reply is signed by a named person, not “the team”.**
Patients trust a person they can ask for by name.
- ☐ **Everything you need is asked in one message, not three.**
Each extra round of questions is another chance for the conversation to stop.
- ☐ **We reply in the language the patient wrote in.**
- ☐ **No pressure: no countdowns, no “last places”, no discount to decide faster.**
A considered decision is a better start than a rushed one.
- ☐ **No promised results and no medical advice in messages: that is the doctor’s role, in consultation.**

02 The first reply

The first reply should answer, ask for what you need once, and offer one next step.

First reply to a price question

Hello [first name], thank you for your message about [treatment]. I’m [your name], patient coordinator at [clinic].

The price depends on [what it depends on, e.g. the area and the number of sessions]. To give you a proper answer, could you send me in one reply:

- 2 or 3 clear photos of [area], in daylight
- what you would like to change
- when you would ideally like to come in

As a guide, [range or ‘we confirm the price after a short assessment’]. The next step is a consultation with [doctor’s name], at the clinic or by video. Would [day] or [day] suit you?

[Your name]

First reply outside opening hours

Hello [first name], thank you for writing to [clinic]. We are closed at the moment, and I will reply to you personally [tomorrow morning / on Monday by 10 am].

To save time, you are welcome to send your questions here now, and photos of [area] if it concerns [treatment].

[Your name], patient coordinator

Asking for photos, politely

Thank you, [first name]. To give you an accurate answer, [doctor's name] will need a few photos of [area]:

- in daylight, without a filter
- one from the front and one from each side
- no make-up or product on the area, if possible

You can send them here or through [secure link]. They are seen only by our medical team and used only to answer your question.

[Your name]

03 Bookings and appointments

Clear practical details prevent most missed appointments.

Consultation booking confirmation

Hello [first name], your consultation is confirmed:

- [day, date] at [time]
- with [doctor's name]
- at [address / video link]

Please allow about [length] minutes, and bring [what to bring, e.g. ID and any recent prescriptions].
[Parking or how to find us.]

If you need to change the time, just reply here. See you soon,
[Your name], [clinic]

Reminder the day before

Hello [first name], a reminder of your consultation tomorrow, [day] at [time], with [doctor's name] at [address / video link].

If anything has changed, reply here and we will find another time together.

[Your name], [clinic]

When the patient needs to reschedule

Of course, [first name], thank you for letting us know. I can offer [option 1] or [option 2]. Which suits you better?

If neither works, tell me which days are easier for you and I will find something.

[Your name]

When the clinic needs to move an appointment

Hello [first name], I am sorry to write with a change: [doctor's name] is no longer available on [day] at [time]. I would like to offer you [option 1] or [option 2] instead.

If neither suits you, tell me what works and I will make it fit. Thank you for your understanding.

[Your name], [clinic]

04

When there is no reply

Many people ask, then hesitate. Three thoughtful messages, spaced out, then stop.

- ☐ We send three follow-ups at most, and stop at once if the patient asks us to.

Follow-up 1 (after [2] days)

Hello [first name], I just wanted to check my message reached you. There is no rush: you can send the photos whenever it suits you, or ask me anything about [treatment] here first.

[Your name], [clinic]

Follow-up 2 (after [7] days)

Hello [first name], in case it helps, here is our page on preparing for [treatment] and what recovery looks like: [link].

If you would rather talk it through, [doctor's name] has consultation times on [day] and [day].

[Your name]

Follow-up 3, the last one (after [14] days)

Hello [first name], I don't want to fill your inbox, so this is my last message about [treatment]. If the timing isn't right, that is completely fine.

Whenever you are ready, just reply here and I will pick it up.

[Your name], [clinic]

05

After the consultation and the treatment

The relationship continues after the visit. Stay available, and leave medical questions to the doctor.

After a consultation that was not booked

Hello [first name], thank you for coming in to see [doctor's name] on [day]. I hope it answered your questions.

If anything is still unclear, about the treatment, the recovery or the plan you discussed, reply here and I will ask [doctor's name] for you. Take the time you need; when you would like to go ahead, I can suggest dates.

[Your name], [clinic]

Check-in after treatment

Hello [first name], this is [your name] from [clinic]. I wanted to see how you are feeling after your [treatment] on [date].

If you have any question, or anything you are unsure about, reply here and [doctor's name] or our medical team will get back to you [today]. If it is urgent, please call us on [phone] or follow the instructions in your aftercare sheet.

Take care,
[Your name]



Any question about symptoms or aftercare goes straight to the medical team; the coordinator does not answer it.

06

Reviews, and saying no

Ask for reviews only when the patient is clearly happy, and say no as carefully as you say yes.

- ☐ We ask for a review only after the patient has told us they are happy, and never offer a gift or discount in exchange.
 - ☐ We never post a patient's photos or treatment details, even with a kind review.
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Asking for a review (only after the patient has said they are happy)

Thank you so much for your kind words, [first name], I will pass them on to [doctor's name].

If you are comfortable with it, would you share your experience in a short review? It helps other people find a clinic they can trust: [review link]. There is no need to mention any treatment details you would rather keep private.

Thank you again,
[Your name]

Declining politely when it is not a fit

Hello [first name], thank you for your trust and for the photos. Having looked at them with [doctor's name], we don't think [treatment] at our clinic is the right option for you [short, kind reason, e.g. 'for what you would like to achieve' / 'at the moment'].

We would rather tell you now than book a consultation that would not help you. [If relevant: you may want to speak with a [type of specialist].]

With our best wishes,
[Your name], [clinic]



— A VIEW FROM OUTSIDE

How do your replies **feel to a patient?**

We offer clinics a free enquiry check. We contact your clinic the way a patient would, through your website form, WhatsApp and Instagram, then send you a 3-minute video of what we saw and what we would improve first. No cost and no obligation.

- Time to first reply on each channel
- What the first reply said, and what it missed
- How the follow-up felt, or whether there was one
- The three changes we would make first

Ask for your free check

qafza.dev/en/contact



Qafza designs and builds websites, enquiry and booking flows, and CRMs for premium clinics, and measures enquiries, consultations and bookings with them once it is live.