

ASM18

Annual Spring Meeting



“ATTRACTING AND RETAINING PATIENTS” A Team Event! PERFECTING THE ART OF CUSTOMER SERVICE IN YOUR PRACTICE

Presented by:

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“Working hard for something we don’t care about is called stress. Working hard for something we love is called passion.”

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Is your practice on target?



Generic behavior

Expected behavior

Augmented behavior

Potential behavior

Where is your practice? _____

“Most of us understand that innovation is enormously important. It's the only insurance against irrelevance. It's the only guarantee of long-term customer loyalty. It's the only strategy for out-performing a dismal economy.”

Gary Hamel, American Businessman

Where should we focus?

WHAT IS YOUR GOAL?

WHERE DOES YOUR PRODUCTIVITY COME FROM?

CUSTOMIZE YOUR GROWTH PLAN

“PEOPLE OFTEN SAY MOTIVATION DOESN’T LAST. NEITHER DOES BATHING – THAT’S WHY WE RECOMMEND IT DAILY.” ZIG ZIGLAR

NEW PATIENTS ACCEPTING TREATMENT

REVENUE FROM CONTINUING CARE

PATIENTS OF RECORD ACCEPTING TREATMENT

ACTIVE PATIENTS

PRODUCTION GENERATED FROM CONTINUING CARE

AVERAGE TREATMENT PLAN ACCEPTED

WHAT GETS MEASURED GETS DONE.

OUR FOCUS FOR 2018 SHOULD BE: _____

NOTES

How do you provide the highest level of service when others are competing to provide similar services?

Excellent Service skills take practice.

How do we check everyday to ensure we are committed to service excellence?

“You only need a 1% edge. Olympics are won by tenths of a second.”

Quality Employee Experience.

The patient is looking for the Dental Team to validate the Doctor and the Treatment.

We must involve the Team in helping the patient understand and appreciate their dental care.

Quality Client Experience.

The patient is looking for “signs” indicating they are going to receive value for their investment.

QUALITY SERVICE CUES

- ❖ MAKE A MEMORABLE FIRST IMPRESSION.
- ❖ SPEAK A SERVICE LANGUAGE; WEAR A SERVICE WARDROBE.
- ❖ HOSPITALITY FIRST. COMMUNICATE THE HEART AND SOUL OF THE ORGANIZATION.
- ❖ LISTEN TO UNDERSTAND.
- ❖ CREATE THE PERCEPTION OF QUALITY.
- ❖ MATCH WHAT THE PATIENT WANTS WITH WHAT YOU CAN DO.
- ❖ ENDORSE THE DOCTOR.
- ❖ DESCRIBE HOW YOUR OFFICE SYSTEMS ENHANCE RESULTS.
- ❖ ESTABLISH A SET OF PRACTICE PERFORMANCE TIPS.
- ❖ BUILD A PERFORMANCE CULTURE THAT DIFFERENTIATES THE PRACTICE.

What is *YOUR* elevator speech?

“YOUR CUSTOMER MAY NOT ALWAYS BE RIGHT BUT THEY ARE ALWAYS YOUR CUSTOMER.”

DEBRA ENGELHARDT-NASH

"You may never have a product or price advantage. They can be easily duplicated, but a strong customer service culture can't be copied."

- Jerry Fritz, Speaker & Trainer



The Amazing Patient Experience

It's all about them. Take the time you need to provide information so they can choose their treatment.

THE PATIENT IS LOOKING FOR SIGNS THEY MADE THE RIGHT DECISION TO BE IN YOUR CARE. EVERYONE IS RESPONSIBLE FOR VALIDATING THE PATIENT'S DECISION.

CREATING AN IMPACT

"FIRST IMPRESSIONS MATTER. EXPERTS SAY WE SIZE UP NEW PEOPLE IN SOMEWHERE BETWEEN 30 SECONDS AND TWO MINUTES." ELLIOTT ABRAMS

"EXPERTS SAY THE PATIENT MAKES A DECISION TO ACCEPT TREATMENT WITHIN THE FIRST TEN MINUTES OF ARRIVING TO THE PRACTICE."

TWO QUESTIONS TO ASK TO DETERMINE IF YOU'RE DOING THE RIGHT THING:

- 1. IS IT GOOD FOR THE PATIENT?**
- 2. IS IT GOOD FOR THE PRACTICE?**



Don't Forget Recare. There are a lot of incomplete treatment plans hovering over existing patients.

Learn how to re-introduce incomplete treatment and new treatment during continuing care appointments.

Increase Patient Comfort. No hard pressure sales – it's all elective. Patients will feel more relaxed and more comfortable listening to treatment options. Give them the information they need to be comfortable and confident in your care.

ONE LOST HYGIENE APPOINTMENT PER DAY
(BASED ON AVERAGE APPOINTMENT CHARGE \$245.00)
IF THERE ARE 200 HYGIENE DAYS IN THE PRACTICE – $245.00 \times 200 \text{ DAYS} =$
\$49,000.00 ANNUAL LOSS

ADDITIONAL TREATMENT DIAGNOSED FROM RECARE PATIENTS.

MAJOR SOURCE OF ADDITIONAL TREATMENT REVENUE FOR THE PRACTICE.

RECALL RETURN RATE.

WHAT PERCENTAGE OF ACTIVE PATIENTS ARE RETURNING FOR CARE?

**“A satisfied customer is the best business strategy of all.”
Michael LeBoeuf, American**

**Business Author and Professor Emeritus University of New
Orleans.**


ENGELHARDT-NASH

**“CHALLENGE MEDIOCRITY AND CONSTANTLY LOOK FOR WAYS TO PERSONALLY
CONTRIBUTE TO AN EXCEPTIONAL EXPERIENCE FOR YOUR PATIENTS – BEFORE,
DURING AND AFTER THEIR CARE IN OUR OFFICE. “
TO ALWAYS ASK THE QUESTION: What more can I do?”**

**What are we doing well that we should keep on
doing?**

**What are we not doing well that we should stop
doing?**

**What should we start doing that we aren't doing
now?**



Debra
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CHANGE

Stage 1: First it will seem impossible.

Stage 2: Then it will become difficult.

Stage 3. Finally, with persistence, it will get done.

Stage 4. With creativity and enthusiasm it will be effective!

“By changing nothing, nothing changes.” -Tony Robbins

“You can’t steer a parked car.”
-Debra Engelhardt-Nash

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