

# ASM18

Annual Spring Meeting

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## THE FIVE SECRETS OF PRACTICE SUCCESS...

Presented by:

*Debra*  
ENGELHARDT-NASH

Charlotte, NC

"INNOVATION IS HARD. IT REALLY IS. BECAUSE MOST PEOPLE DON'T GET IT. REMEMBER, THE AUTOMOBILE, THE AIRPLANE, THE TELEPHONE. THESE WERE CONSIDERED TOYS AT THEIR INTRODUCTION BECAUSE THEY HAD NO CONSTITUENCY. THEY WERE TOO NEW."

NOLAN BUSHNELL, FOUNDER OF ATARI & CHUCK E. CHEESE

debraengelhardtnash@gmail.com

[www.DebraEngelhardtNash.com](http://www.DebraEngelhardtNash.com)

704 895-7660 office

704 904 3459 cell

# 5 SECRETS TO SUCCESS

1. DOCTOR - RALLY YOURSELF
2. RALLY YOUR TEAM
3. CREATE AWARENESS
4. CREATE OPPORTUNITIES
5. REAP THE REWARDS

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

## 1. DOCTOR

**Create the Vision**

**Acquire the Skills**

**Relentless Preparation**

**Show Your Team What You Can Do. –**

**Ongoing Training**

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## 2. RALLY YOUR TEAM

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

### DEVELOP INTERNAL BEHAVIORS

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#### 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.

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### 3. CREATE AWARENESS

#### Internal

“Ensure your employees understand what your brand stands for so they can be your first line of word-of-mouth advertising.”

[Simon Mainwaring](#)

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#### External

#### SOCIAL MEDIA

**e.g. 65% of women over 50 using Facebook.**

“When I hear people debate the ROI of social media? It makes me remember why so many business fail. Most businesses are not playing the marathon. They're playing the sprint. They're not worried about lifetime value and retention. They're worried about short-term goals.” [Gary Vaynerchuk](#)

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## 4. Create Opportunities

Establish the Atmosphere where the genuine care and comfort of our clients is your highest mission.

How Do You Demonstrate It?

**"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*

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**"A satisfied customer is the best business strategy of all."  
Michael LeBoeuf**

*Debra*  
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?"**

## 5. REAP THE REWARDS

Patient Satisfaction

Team Satisfaction

Cash Flow

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## THE SECRET INGREDIENT

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*Debra*  
ENGELHARDT-NASH

## **The Five Secrets Of Success**

By Debra Engelhardt-Nash

[www.DebraEngelhardtNash.com](http://www.DebraEngelhardtNash.com)

What makes your office exceptional? How can you differentiate yourself in such a way that patients are aware that YOUR practice is the right office to choose? Here are five steps that will set your practice on the path to greater success.

### **1. Doctor Rally Yourself**

The Doctor is responsible for creating the vision of the practice and translating that to the Team. The doctor is also the role model. Their passion and commitment to quality will be the standard by which the Team will operate. Does the Team know what those standards are? It might be time for review.

### **2. Rally Your Team.**

Develop internal behaviors and systems that are good for the practice as well as the patient. Show your Team how their actions affect productivity. Ensure your employees understand what your brand stands for so they can be your first word of mouth advertising. Remember the Team is responsible for the patients first encounter and will encourage or discourage treatment acceptance.

### **3. Create Opportunities**

How do you introduce treatment possibilities to new and existing patients? Are you renewing their interest in treatment plans presented but not completed? Find ways to demonstrate to patients that their genuine care and comfort is your primary concern. Be careful – don't assume a patient isn't interested or can't afford your treatment. If you never tell them your ultimate treatment goals, they will never choose them.

### **4. Create Awareness**

Social media plays a HUGE role in creating awareness. How do you let patients and your communities know how your practice can help them? And what are you doing to create awareness internally? Hint: Take a look at your reception area – what does it say about your practice? What are you displaying for the patients' view?

### **5. Reap The Rewards**

The benefits of accomplishing steps one through five are increased Team Satisfaction, increased Patient Satisfaction and increased cash flow.

And the Secret Ingredient is giving the patients quality time to provide them the attention and information to help them choose the right treatment for their dental health.

## **8 Rules for Increasing Treatment Acceptance**

By Debra Engelhardt-Nash  
www.DebraEngelhardtNash.com

What does it take to get a “Yes” to treatment from your patients? There is no quick fix, magic wand or potion that will give you the treatment success you’re dreaming for. The difference between success and failure is not a single secret but it is a secret formula. There is a series of 8 critical principles that will lead you to success. Some of these are fundamental steps that successful salespeople and entrepreneurs have been executing for centuries. They are attributes that high achievers have in common.

### **1. BELIEVE YOU CAN.**

A sense of confidence is the air you have about you that’s bred by preparation. Prepare with education. Acquire the skills to become proficient in your work. A commitment to ongoing training keeps Doctor and Team on top of the latest clinical techniques and practice development strategies.

Expose yourself to what’s new. If you’re not learning new techniques and technology your practice will not be prepared to offer these to patients. Providing in office training programs, sharing journals and manufacturer’s materials for review helps the Team stay current in dentistry. Plan with goals and the details for their achievement.

The best part about confidence is that it’s contagious. You can give it to your team and your patients.

### **2. INTENTION**

The doctor who will gain the most treatment acceptance is the one who wants it the most. Victory does not always go to the swift (hare vs. tortoise), victory does not always go to the powerful (David vs. Goliath) and victory does not always go to the lowest price (Kia vs. Mercedes). The victory we call success goes to the best-prepared, self-believing, responsible person who sees the opportunity and is willing to take a risk to achieve.

### **3. TEAM**

There are influential moments during a patient’s visit when opportunities occur to discuss and validate treatment options. Finding these occasions to perpetuate and sustain the perception of quality care is the responsibility of every Team member. From the initial moment of contact to post treatment continuing care visits, the Team builds quality culture at all patient encounters. With the rest of the Team, the

Chairside Assistant is responsible for those critical moments in and out of the operatory. Being Chairside with patients is an exceptional opportunity to communicate quality and endorse treatment.

#### **4. KNOWLEDGE**

Additional training to learn new techniques and technology will boost Team confidence in talking to patients. A well-informed auxiliary can help patients better understand treatment recommendations. The more knowledgeable in materials, treatment processes and technology, the more information they are able to share with the patient. Confirming the doctor's diagnosis and helping define the treatment plan aids in patient understanding and promotes treatment acceptance.

With the use of visual aids, the Chairside Assistant can explain treatment. Photographs, intra-oral cameras, and media learning improve patient communication. The Chairside Assistant should be adept with learning technology use them to augment patient learning.

Teaching the Assistant to share patient information improves Chairside efficiency and doctor / auxiliary utilization. This Team member can assume a lot of the responsibility of patient communication while the doctor is attending to other treatment needs. Knowing the details of patient care helps the Chairside Assistant become the Treatment Ambassador.

#### **5. EMPATHY**

Patients are looking for validation of treatment choices. They want the assurance that they have chosen the right office and the right doctor for their dental care. When the Chairside Assistant introduces the practice philosophy and praises the doctor's care, she is fulfilling the need for treatment validation. In essence, the Assistant becomes the second opinion at the chair.

The Dental Assistant can take the time to listen to patient concerns, expectations and questions. The Assistant becomes the liaison between doctor and patient. Time must be allocated to listen without interruption. Appropriate body language telegraphs empathy and interest to the patient. The Assistant should sit at eye level with the patient, at their side, and slightly forward. Eye contact must be maintained and the Assistant leans into the patient. This body language says, "What you are saying is important and I am paying attention."

Data entry and record keeping is integrated in such a way that does not take precedence over patient focus. Full attention is paid to what the patient is conveying, not what the response will be. Other distractions to patient focus is eliminated or minimized.

## 6. ENTHUSIASM

Being excited about treatment possibilities transmits to patients. The Chairside Assistant must convey her / his zeal for the practice. Praising the doctor and exhibiting enthusiasm for what the treatment plan can offer the patient in dental health and appearance translates to the patient. When the staff is genuinely excited about the office, and apparently proud of the doctor's care, it captures the patient's interest. Patients like to be surrounded by a team of professionals that exude confidence and show interest in their care. The enthusiasm of the team captivates the patient.

Imagine going to a Theme Park, such as Disneyworld or Universal Studios and meeting apathetic employees. These are employees who aren't excited about the thrills and adventures being offered by the park. Would that change your experience? If you asked a ride attendant if the amusement is fun or worth the wait, and they responded by saying, "I don't know", or "I have been on this so many times, that it isn't fun for me anymore", would that alter your opinion? Or, if the employee said, "This is just my job, I don't enjoy the ambiance anymore." would you have a different perspective? This writer thinks that you would.

Enthusiasm is infectious. Creativity and enthusiasm will outsell experience. Patients will respond more favorably to a positive, affirming Team.

## 7. SINCERITY

Patient communication must be genuine. In order to be believed, the message must be heartfelt. The Dental Assistant must communicate with authority and sincerity. Scripting may be a helpful tool in designing communication. But if the Team member does not believe the message, the patient may feel the remarks rehearsed and contrived.

Time must be spent in helping Team Members understand and appreciate treatment philosophy, practice systems and desired treatment outcomes. Opportunity to ask for clarity and tools to help in patient communication is handled in staff meetings and Team dialogue. Core beliefs are described and discussed to provide a clear understanding of practice philosophy and design to achieve sincere endorsement.

The patient will witness care from all Team Members when everyone genuinely agrees on the core values of the practice. The message may be articulated differently, blending individuality with the philosophical foundation of the practice. But the core belief is the underlying theme in all communication processes.

## 8. PRESENCE

In order to communicate effectively, the Dental Assistant must be fully present. This is more than physical attendance. The Assistant must be in the moment, paying attention to the words and watching for signs that the communication connection is successful.

The patient may be reluctant to tell the doctor that they don't understand, or haven't fully grasped the treatment dialogue. This is when the Chairside Assistant becomes an interpreter. When the doctor is not in the room, the Chairside Assistant reviews information, confirms treatment recommendations and asks the patient, "What questions can I answer for you?" This allows the patient to ask for more information and gain more assurance in the treatment plan and procedure.

The schedule must be structured to allow the Dental Assistant to attend the patient in the operatory rather than leave them stranded while attending to non-patient duties. Sterilization time, chart completion and preparing for patient care must be factored into patient treatment time to avoid leaving the patient alone to attend to these functions. Patients want to feel well cared for, and are more interested in how they are being treated, rather than if the next operatory is being stocked.

Sitting with the patient while the doctor is out of the room, or during a planned waiting period during the procedure aids in the communication process. Using this time as an opportunity to discuss their care, their potential treatment results and the additional services the practice can offer builds rapport and patient loyalty.

There are many tasks that need to be accomplished by the Assistant. Exceptional assistants are specialists in infection control, materials management and operatory efficiency. In addition to these clinical duties, effective patient communication is an essential skill for the Chairside Dental Assistant. What drives all of the practice tasks is patient care. Patient care is improved when communication processes are fine-tuned.

Opportunities abound to improve and enhance Chairside Communication. The result is patient comfort is improved, treatment acceptance is increased. Patient satisfaction is achieved and practice potential expands.

The real secret to gaining treatment acceptance is to put your heart into your work

