

ASM18

Annual Spring Meeting



“YOU HAD ME AT HELLO” Customer Service Skills That Wow

Presented by:

Debra
ENGELHARDT-NASH

Charlotte, NC

“I’VE LEARNED THAT PEOPLE WILL FORGET WHAT
YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT
PEOPLE WILL NEVER FORGET HOW YOU MADE THEM
FEEL” MAYA ANGELOU

rdnash@aol.com

www.DebraEngelhardtNash.com

704 895-7660 office

704 904 3459 cell



First Contact

In today's world more than 61% of American population choosing healthcare provider after internet research.

Web presence / Social media is critical.

"Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don't catch up, we're in trouble."

– Ian Schafer, Deep Focus

What does that mean? Good news!



Debra
ENGELHARDT-NASH

THEY ALREADY CHOSE YOUR OFFICE.

YOUR RESPONSIBILITY IS TO VALIDATE THEY MADE THE RIGHT DECISION.

TYPICALLY THE FIRST INTERACTION: THE TELEPHONE



A FEW REMINDERS:

THE THIRD RING RULE.

NEVER INTERRUPT NEW PATIENT PHONE CALL BY PUTTING THEM ON HOLD.

TELEPHONE ATTITUDE. IT'S A VITAL PIECE OF MARKETING NOT AN INTRUSION.
BE GLAD THE PATIENT CALLED. LET THEM HEAR IT IN YOUR VOICE.

UNHURRIED. THE PATIENT TOOK THE TIME TO CALL. GIVE THEM THE ATTENTION THEY
DESERVE.

USE THEIR NAME IN CONVERSATION.

(WRITE IT ON A POST-IT NOTE OR TELEPHONE CONTACT SYSTEM IN SOFTWARE TO
HELP YOU REMEMBER.)

*"People don't want to communicate with an organization or a
computer. They want to talk to a real, live, responsive,
responsible person who will listen and help them get
satisfaction."*

Debra
ENGELHARDT-NASH

CREATING THE RIGHT ATMOSPHERE

Knock their socks off service!

"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

Inspire the caller.

Welcome! "What inspired you to seek our care?"

"We want you to feel comfortable and confident in our care."

"May I tell you a little more about our office?"

What do you know about philosophy of care? Drs. Educational background?

WHY ARE YOU THERE?

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.



Debra
ENGELHARDT-NASH

WHAT SETS YOU APART?

In a few words, describe what makes your office exceptional.

How can you differentiate yourself from the very beginning?
By doing what others don't.

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

Suggestions:

- Stand to greet.
- Focus on people work not paperwork.
- Eye contact.
- Telephone Follow up after new patient visit.

FACILITY.
IS IT CONSISTENT WITH THE QUALITY OF CARE YOU PROVIDE?

The Amazing Patient Experience

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

CHALLENGE MEDIOCRITY.

"The longer you wait, the harder it is to produce outstanding customer service."

- William H. Davidow



The 80/20 Rule

**BEGIN WITH THE END IN MIND... START IT RIGHT!
INSPIRE THEN INFORM**

**What motivates your Dr. to recommend different treatment modalities?
Patients ask questions. Know the answers.
Educate The Team - Practice Communication Skills**

(Plan Time for clinical conversations with the Team - the Entire Team)

ESTABLISH CONSISTENT CONSULTATION / EXAMINATION PROCESS

UTILIZE VISUAL AIDS

BE PREPARED TO DISCUSS TREATMENT PLAN – WHEN THE PATIENT WANTS TO.

PRESENT TREATMENT AS SOLUTION TO THEIR PROBLEMS AND WILL MEET THEIR EXPECTATIONS.

KNOW PHILOSOPHY OF CARE

CREATE APPROPRIATE ATMOSPHERE

GET IN TOUCH WITH THE WAY THE OTHER PERSON FEELS. FEELINGS ARE 55% BODY LANGUAGE, 38% TONE AND 7% WORDS.”

PATIENTS ARE ALWAYS INTRODUCED TO IDEAL DENTISTRY.

PATIENT HAS OPPORTUNITY TO DISCUSS CONCERNS & EXPECTATIONS BEFORE TREATMENT BEGINS.

Demonstrate Value of Services Rendered

Have knowledge of treatment options
Practice Investment in advanced training
LAB- one of premier cosmetic labs in country
Materials- what the patient is trying to accomplish may determine which material the doctor chooses... a veneer isn't a veneer, isn't a veneer
New options – ultra thin veneers, Inman Aligner
Attention to Detail

WHAT SETS YOU APART?

Listen with the intent to understand, not respond. People care more that they are understood than that they understand.

Design Internal Financial Protocols.



Train Your Team – The Art of Negotiation.

Put Financial Discussion in Proper Place of Patient Care

PUT TREATMENT PLAN IN “PATIENT –SPEAK” NOT DENTAL TERMINOLOGY.
AVOID LISTS.
DISCUSS BENEFITS TO PATIENTS AS A RESULT OF YOUR FINANCIAL PROTOCOLS.
SPEAK TO THE PATIENT – NOT THE PAPER.

Present preferred option first.

Give patient opportunity to respond.

Listen with intent.

This is a two-way conversation.

Remember - it's elective.

“WHAT OTHER QUESTIONS MAY I ANSWER FOR YOU?”

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.



WE ARE HONORED BY YOUR CALL FOR AN APPOINTMENT

Dear *(patient name)*,

A warm welcome from our office. Thank you for choosing us to contribute to your dental health and well being. Most of our clients come by referral. When one recommends us to a friend, we consider it a great compliment.

We take pride in two things, how we treat our clients and the quality of our work. To us, these are inseparable. Quality is critically important to us because it's not enough to say we care - we need to demonstrate our commitment. Our mission of caring directs everything in our office including taking advanced specialized training in major areas of dentistry so we can provide a full range of treatment, including preventive, restorative and cosmetic dentistry.

Esthetic Dentistry. A beautiful smile is now accessible to nearly everyone. It has come of age with durable, natural-looking materials and procedures, including tooth-colored fillings, and porcelain to restore both function and beauty. We believe when teeth are functional, they are also beautiful.

Healthy Structures. Our commitment to making beautiful restorations includes concern for the health of the gum and bone supporting the teeth. We emphasize meticulous cleaning, both when we clean your teeth and when we teach you to keep your teeth clean and healthy.

Creating the Ideal Bite. We focus on the relationship between joint pain and the way the teeth come together (occlusion). Our emphasis on an accurate bite comes from intensively studying full mouth reconstructive dentistry. Many dentists consider this the most complex and demanding procedure in dentistry, but to those who need this service, a satisfactory result may mean the end of long-standing discomfort or preservation of oral function for a lifetime.

Besides *(his/her)* work in the office, Dr. *(dentist name)* contributes to dentistry by *(volunteer work, editing books/newsletters, teaching etc...)*. This also keeps *(his/her)* knowledge of materials and applications on the leading edge.

We hope you are comforted to know that our office strives to meet your dental needs at a high level. All of us really love this work and feel fulfilled when the results are excellent and when we become friends.

We hope this letter has conveyed the sense of pride we have in our work and how important this work is to us, and why we are pleased you have chosen us for your care.

Sincerely,

A purple cursive signature of 'Debra' with 'ENGELHARDT-NASH' in black sans-serif font below it.