

Hand-out

Auxiliary's Recipe for Patient Acceptance

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Carnegie Foundation

15% of one's financial success is due to technical knowledge and

85% is due to skill in human engineering, which is personality and the ability to lead people.

Commoditization

Coffee anyone?
Two Dunkin Donuts coffee shops nearby.

Ask patients: What is your contact preference...email, text, phone?

- Appointment Reminders
- Birthday Greetings
- Newsletters
- Surveys
- Automated recare messages
- Video testimonials
- Google reviews

Patients rate you on...

- Getting to know patient
- Communication skills
- Coordinating care
- Feeling enough time was spent
- Getting what they paid for (value)

Dental Patient Survey
(Gathering Information)

1. What dental problems are you most concerned about?
- 2.
- 3.
- 4.
5. What would be the most convenient days and hours for you to visit a dentist?

The Charisma Edge - The Handshake

Eye Contact...just enough to make a difference

Respect:

Interest:

Comprehension

Use communication techniques such as *nodding* your head up and down and *confirmation sounds*, such as "mm-hmm" or "uh huh".

Eye contact says you are comfortable and confident. Good eye contact makes a good impression and conveys honesty. Recognize cultural differences.

Eye contact helps the other person like you, trust you, remember you, and want to work with you. It creates a bond.

Perception - The 10 Second Rule

- Say "reception area" rather than waiting room
- Colors, design, and seating should be relaxing and comfortable
- Magazines should be interesting, current, and kept to a minimum
- Provide information about office services

CAESY or GURU, etc.

Patient Education

explains complex procedures in easy to understand language – everyone hears the same message – saves time

Does it sound better to say...

- Recall
 - Cleaning
 - Spit
 - Shot
 - Cap
 - Plates
 - No problem
- or
- Recare
 - Preventive maintenance
 - Rinse
 - We're going to get you numb - injection
 - Crown
 - Dentures
 - Yes, sure

Dental Receptionist-Front Desk

1. Greets patient by name upon entrance
2. Communicates effectively, listens and observes patients
3. Patient preference – text, email, phone
4. Exudes positive energy

Telephone Technique

Initial contact:

Identify office:

Identify your name:

Leave a positive last impression:

Dental Hygienists

Reinforce the Doctor's treatment plan.
Emphasize oral health and overall health.

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The Dental Assistant's Role in Case Acceptance

- First point of clinical contact ...

- Dental assistants can make or break a patient's experience ...

- Ask the patient how they want to be greeted ...

Promote Communication

Ask the patient questions that will set the dentist up for success.

- *"It's been awhile since we've seen you. How have you been?"*
-
- *"What concerns do you have that I should bring to the dentist's attention?"*

Questions allow the bond to begin.

Helping Patients to Say Yes!

- Create awareness
- Present solutions
- Make treatment recommendations

Gripe-o-meter Patient's Complaint List

-
-
-
-
-

Solution:

- Carefully listen
- Show respect for what your patient shares
- Give patients the time they need
- Be informed about the care your patient received from a specialist

VIP Treatment: really listen, make them feel special, pay attention, show concern for their well being.

The most important thing about complaints is how we deal with them.

- Listen and respond with respect
- Address quickly
- Stay cool...and don't be confrontational



Paraphrasing

Reword what another individual has said.

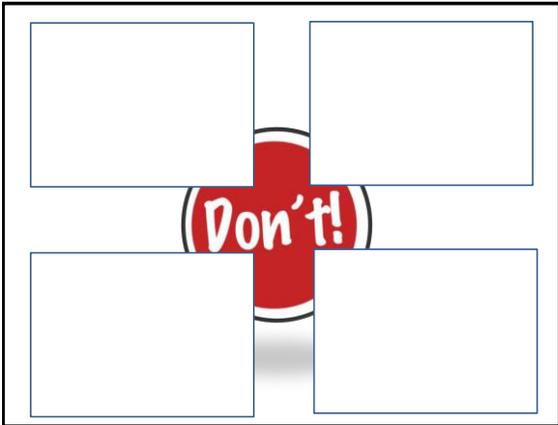
Speaker: "My front teeth hurt when I drink something cold."

Listener: "I hear you saying your front teeth ache when you drink cold beverages like iced tea."

Feeling Reflection

Express a feeling you have experienced in reference to a particular statement.

Speaker: "I get sick when I think I may need surgery!" " Listener: "I hear you feeling uneasy and anxious about the possibility of needing surgery."



How do you get to know your patients and help them relax?

Focus on Patient – Listen
(suggestions for starter conversations)

- Interests, hobbies, favorite sports team, movies, restaurants
- Business event or conference: what inspired them to choose their chosen profession ...
- Geography: their hometown, favorite places to travel and why

What to say and what not to say to someone coping with illness.

Make small changes in the way you phrase everyday communications.

Asking "How are you?" requires more information than a survivor wishes to share. Instead try, "How are you doing today?"

No survivor wants the pity embedded in "I'm so, so sorry you're sick." Instead say, "I'm sorry you have to go through this!"

Don't Say...

- "You look so good." ...
- "At least you can stop working. ..."
- "Illness is caused by stress. ..."

Do Say

"I don't know what to say,... I do care about you." ...

"If you need to cry, I've got plenty of tissues. ...

"I'm going to the store before I visit you. What can I pick up for you?" ...

No Trespassing

- Never knock the competition
- Never discuss personal issues
- Don't judge social status (No pre-determination)

Listening Styles

Bad Listener

- Looks away
- Stands with arms crossed
- Uninterested behavior
- Distracted by phone

Good Listener

- Face your client (seated)
- Repeat patient's name 3X
- Lean forward - eye contact
- Use head nodding, hand movements and say yes, I understand, of course

Treatment Conference
rather than Consultation

- Privacy
- No long conference table – sit next to patient
- Be calm and relaxed
- Be concise and to the point
- No obligation
- No pressure
- Patient needs your complete attention within 30 seconds with no interruptions

Powerful Influences

- Voice

- Attitude

- Positioning

- Body language

Provide Choices to Save Money

- Cash
- Credit
- Payment plan

FINANCING OPTIONS FOR TREATMENT PLANS

We are here to help you find a way to afford treatment that is comfortable to you and the office.

Break-out session - Broken Tooth

Dentist – Patient - Auxiliary



Patient presents with a broken tooth

- Dentist - Gives patient diagnosis and treatment options.
Once completed the dentist becomes the observer and records findings between patient and auxiliary interaction
- Patient - Asks 3-5 questions
- Auxiliary - Describes treatment and supports dentist.
Uses verbal and non-verbal communication

Observer/Recorder checklist

- Dentist:**
Delivers diagnosis and treatment options and leaves room
Break-out sessions: Completes task and becomes observer/recorder of patient - auxiliary interaction
- Patient:**
 Asks 3-5 questions...
Cost? Treatment procedure? Pro's and cons of options? Length and number of appointments? Discomfort? Treatment preference?
- Auxiliary:**
- Repeat patient's name several times
 - Leans forward
 - Makes eye contact
 - Uses non-verbal...head nodding, hand movements
 - Uses verbal... yes, I understand, oh
 - Delivers clear, concise answers
 - Listens, comforts and instills confidence in patient
 - Supports Dentist's treatment plan

Try Asking...Don't pre-eliminate any patient.

Creative Paper Exercise
(located on last sheet of handout)

Staying Healthy

- Preventive care
- Healthy diet and eating habits
- Bruxism
- Equate dental health with overall health

Good news travels fast!
Bad news travels 15 times faster!

You never get a second chance to make a first impression

- Make patients feel welcome:
- Survey patients:
- Follow up with patients:
- Train the team:

Consumers want...

- Knowledgeable + available staff:
- Friendly and courteous people:
- Good value:

"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

Remember ...

Dentistry is not expensive...

Neglect is!

Creative Communication Exercise
When instructed, use the last sheet of paper for the exercise.