

40% of Patients are Satisfied with their Dentist... take it another way = 60 % are NOT!
Reasons for dissatisfaction: Poor Customer Service and Poor Experience

Quiz:

Internet = best method for patients to find you;

4 of 5 will Search for you first

Team members account for 70% of patient loyalty.

Word of mouth is STILL the best referral!

Smell is the most powerful sense. It is 100 x's stronger than seeing, hearing, or feeling.

Having a "best friend" at work will help employees strive to work better.

Both men and women like: Blue and Green

Boomers are the largest consumers of health care.

Components of Customer Service

1. Culture:

- Create a Mission Statement; it is a formal summary of the aims and values of your practice; It is your daily purpose.
- If patients feel connected to you emotionally - Tx Acceptance is 1:5 and Loyalty increases by 3X's
- Get patients to understand VALUE. People won't buy what they don't value.
- Respect Patients time.
 - Create a "Time Policy"...
 - Remember you have 10 Minutes!
 - Learn how to Communicate a Wait
- Team members account for 70% of patient loyalty.
- Set Goals: whitening / 98% Re-care / Create an Active Wait List / Answer calls by the 2nd ring

- Differentiate your Practice: take blood pressure / Make your role look efficient and effortless
- Master Procedures
- Anatomy of Culture:
 - Patient-centric Office
 - Emotionally Connected
 - Equally-weighted Team Members
 - Evolve with Education
 - Set Goals
 - Live by Mission Statement Daily

2. Facility

- Clear the Clutter!
- The “Best” welcome:
 - Glass Door = Brand Introduction
 - Front Office Visibility
- Reception Area
 - Create “grouped” seating areas
 - Need “Round” components... NOT sharp points! Triggers anxiety
 - Organize the Patient Flow
- Acoustics
 - Drill noise triggers anxiety
 - Use baffles - even artwork
- Clean Restrooms are a must
- Intelligent Artwork
 - Promote education = 78% patients like videos...but you don’t need sound
 - Include Scenery of Landscapes, Trees, Nature = this evokes the brain to release a “high” for the patient and relaxes them
- Color Psychology
 - Colors are measure by temperature. The higher the temperature, the more anxiety can develop and provoke a patient. Use cool colors to balance.
 - Both men and women like: Blue and Green

- Lighting
 - Must be visually comfortable
 - Layer lighting = have any varieties = want it to be cozy
- Consult Rooms
 - Use comfortable furniture ... Rounded and Green!!!!
 - Provide visual aids: iPad / Models / Pictures
 - Boost Case Acceptance by 80% (Nat'l ave = 40%)
- Create an Office Tour
 - List the Highlights... narrow to 5
 - Include the Restroom
 - Mention Key Words: Digital X-ray / Sterilization Center/ Special Services
- Patient Seating = Operatory Chairs
 - Must engage patient's anatomy in All positions
 - Neck, lumbar, kidney, kneed comfort
- Safe water = Utilize dedicated Water Systems on Chair
- Operatory Lights
 - Neutral light
 - Offers a high Color Rendering Index
 - Light should extend 150mm from Source
 - LED lights: provide less eye fatigue/ color correctness / ergonomic/ infection control friendly
- Sterilization Centers
 - Need to be visible
- Aromatherapy
 - Lavender / Rose Geranium / Roman Chamomile / Bergamot
- Amenities
 - water / neck pillows / lip balm / WiFi / blankets
 - Make sure your brand travels home... Take home bags

3. Communication

- Patients Choose You for 2 Main Reasons:
 - Recommendation 1:9 - Friendly, Knowledgeable, Listens
 - Reputation = 67%
- Why do Patients Leave?
 - Wait times

- Convenience
 - Office/Staff Interactions
 - Poor Communications
 - Ease of Making an Appointment
- ONE Angry Patient will TELL 16 People!!!! (don't want those bad apples)
- First Connection is your FIRST IMPRESSION....
 - SHAKE HANDS for 6 seconds! This begins the "trust" bridge
 - Trust = Care... Show it!
- Verbal Communication
 - Always Introduce yourself
 - Speak slowly and Intentionally
 - Substitute the word "Care" for Treatment
 - Set the TONE of CARE with Expectation and ALWAYS confirm what procedure you are doing that day!
 - e.g.: "Nice to see you Mrs. Smith, I see here that we have you scheduled to replace a crown. Is that what you were thinking as well?"
 - Reduce Distraction: Goldfish have a longer attention span than humans now!!!!!!
 - On average: 80 Smart Phone looks/day
 - 34 Email Check-ins
 - Create a "PUT YOUR PHONE ON VIBRATE" sign
 - e.g.: "To prevent from scaring Dr. Clarke - please turn off your cell phone prior to your treatment. Thanks!"
- Answering YOUR Office Phone:
 - Scripting INCREASES Appointments!
 - Sets the TONE for the Relationship
 - Create a "Call Guide" to Navigate Emergencies, etc.
 - One missed call = \$4200
- Practice Listening
 - Get Curious
 - Use the Power of "PAUSE"
 - Detail Specifics to build the "Relationship"
 - Listen for THESE "Emotional Sparked" WORDS...

Confidence: ready, proud, significant, valuable, respected, prepared

Anger: irritated, let down, furious, frustrated, threatened, resentful

Joy: amazed, excited, happy, grateful, inspired, looking forward to

Urgency: behind, critical, anxious, tackle, eager, important

- Case Presentations
 - Be Visual
 - Remember: 85% is Inter-personal Skills vs. 15% Technical talk
 - Show Receptive Body Language:
 - Squared shoulders + Eye level
 - Start off by Saying: “My goal with our discussion today....”
- Case Acceptance:
 - 65% National Average... Elective Tx purchase = 23%
- Create a Solid Financial Policy
 - List Payment SOLUTIONS on your Website
 - Provide a Written ESTIMATE
 - If Financing is NOT OFFERED:
 - 29% will go to another Office
 - 39% will NOT make a Tx Purchase
- Non-Verbal Communication
 - Chairside touches / Smiles
 - Pictures: Intra-oral Camera / Radiographs... Co-Diagnosis
 - Plant Seeds
 - Create YOUR own Treatment Gallery
 - Create Post-Care Instructions: extraction, temporaries, endo, eg
 - Digital = ALSO Non-Verbal... much of what you CAN & Can't Control
 - Social Media can boost Practice Numbers by 15%
 - Patients find you ONLINE 92% of the time
 - 4/5 of Patients TRUST Online Reviews and Decide from this!!!!
 - Patients also trust HEALTHGRADES.... get listed
 - Instagram and Facebook - continue to GROW
 - Use for Emotional Content
 - Showcase a Newly Created Smile
 - Spotlight a Team Member of the Month
 - Feature any New Procedures or Equipment
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 - Ask: “How can we contact you?”
 - 73% Pt want to be able to TEXT the Office
 - 79% would like to receive a TEXT from the Office re: appts
 - MAKE sure: Patients sign an Agreement to Electronic Communication
 - Online Scheduling attracts MORE New Patients
 - Demographics:

- Boomers - largest healthcare consumer
 - Outpace Millennial spending by 2-3X's
 - Develop a Personal relationship with them
 - Low attrition rate
- GenXers - 65-79
 - Hungry for Info, Skeptical but Loyal
 - Smallest group, but have spending power
 - 1/3 will switch Dentists in 2 years
- Millennials
 - 97% own a Smartphone; Trust technology
 - 50% Research appointment before they show up
 - 47% Switch Dentists in 2 years
- Connect with Patients through a Patient Management System
 - Text messaging - confirm & appt
 - Pts usually responds w/i 90 seconds
 - Newsletters / B-day wishes / Surveys
 - Brands out there: Solution Reach, Weave
- Start a Campaign
 - Ask: What's your favorite thing about our office?

The Exceptional Patient Experience

- Patients feel welcome and special
- Team and Dr. practice upward communication
- Esthetically pleasing office atmosphere; updated equipment
- Utilizes digital technology

If You Create the Exceptional Patient Experience... you will yourself experience:

- Reduced No Shows (2 no shows/day = \$52,000 - \$200,00 Lost/year)
- Increased Productivity
- Happier workplace :)
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“Be so good they can't ignore you” ~Steve Martin

Feel free to contact me anytime:

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