



## STRAINE PRACTICE TIP

### TURN THAT **FROWN** UPSIDE DOWN

- ☹ More than **90%** of patients who are unhappy with the service they receive will **never return**.
- ☹ Even scarier, over **95%** of unhappy patients **never even tell you** they were displeased with the treatment they received.
- ☹ **They will tell others**, though. Unhappy patients will tell at least **9** other people about their unsatisfactory experience. More than **13%** will tell **20** people just how poorly they were treated. And, because they are frustrated and annoyed, their stories tend to become more exaggerated with each telling.

### SIMPLE MARKETING TO MAKE YOUR PATIENTS **SMILE**

- 😊 Handle every call, especially a patient's **first call**, as if it is the **most important call** you will get that day. A new patient will form his or her impression of the quality of dental care you offer based on the first person that he or she encounters. **First impressions are the longest lasting** and provide a valuable marketing moment that should be used to its fullest potential.
- 😊 Receptionists should **assess the patient's attitude** when he or she walks in the door and respond appropriately. If the patient shows fear, for example, it is insensitive to jump up with a hearty "hello." **Spend time asking questions and listening to the patient's concerns.**
- 😊 **The reception area is a rich marketing opportunity.** Provide patients with reading material that tell them about the quality dental care that your practice provides. Display brochures about cosmetic procedures (bleaching, veneers, etc.) that are enticing and easy to understand. Offer patients an album with photographs and biographies about the dental team. Frame meaningful community activity articles or awards in an eye-catching way. Ask parents for the most whimsical photograph of their smiling child to display on your "**bravest patients**" bulletin board.
- 😊 The dental assistant can be your most **valuable marketing tool in the operatory.** The dental assistant should tell the patient, purposely in front of the doctor, "Doctor, the fit on that crown is just perfect. It looks like a real tooth." Once the doctor leaves the room, the assistant can drive the message home by saying, "Doctor is such a stickler on his crowns, and this one is beautiful."

### **A CLOSED MOUTH CATCHES NO FLIES.**

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