



STRAINE PRACTICE TIP

BROKEN APPOINTMENTS WHOSE FAULT ARE THEY?

It's easy to blame the patient for broken appointments. But stop and think about it. What precedes the patient's decision to cancel an appointment, or even worse, simply not show for the appointment?

Be honest, haven't **you** broken an appointment sometime in your life? **Why?**

THE VALUE OF THE APPOINTMENT HAS NOT BEEN COMMUNICATED TO THE PATIENT.

Simply Providing Exceptional Clinical Dentistry Is Just Not Enough In Today's World!

You and your entire team are selling your patients short if you **fail to communicate:**

- The importance of preventive homecare measures,
- Committing to consistent hygiene visits, and
- Completing diagnosed treatment!

YOU AND YOUR ENTIRE TEAM ARE RESPONSIBLE FOR THE OUTCOME!

- The doctor must be **confident** in the diagnosis and recommended treatment. The **value** of the treatment must be communicated to the patient on an **intellectual** level as well as an **emotional** level. Stay with your patient until you feel certain you have "actively listened" to every statement he or she makes, and you have used your "secret weapon" to discover **hidden** objections.
- Both the dental assistant and the hygienist have tremendous opportunity to **influence** the patient on a more **intimate** level than the doctor does. These valuable team members must reinforce the **logic** of the treatment, in addition to remaining **alert** to emotional **motivators** or **objections** that the patient may express in either obvious or subtle ways.
- The financial coordinator must be equally alert to signs of **ambiguity** from the patient. Expect a **surprise** when the patient reaches this stage! Discussing financial issues are always challenging and extremely intimate. This valuable team member must have the business sophistication of a **banker** and the personal touch of an **angel**!
- The appointment scheduler must possess **exceptional** verbal skills since much of this communication occurs on the telephone. There are no **visual** cues to assist this team member deliver important information when talking on the telephone! This team member must decide the **goal** of every communication and yet remain **other-oriented** by expressing **flexibility**!

THERE IS NO "I" IN TEAM!