

### **3 Steps for Incredible Fluoride Case Acceptance**

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Since the benefits of fluoride are so powerful, make sure every single patient understands its value. The key is how you introduce it to them. First, look for verbal cues from patients such as: “How many cavities do I have?” “Bad teeth run in my family” “No matter what I do, I always seem to have a problem.” When patients make one of those comments, just say, “You’d probably be a good candidate for fluoride. Remind me to talk with you about that.” Then when you get done with the rest of the things you’re doing, say, “The next phase of our treatment today will be a fluoride treatment.”

**Here are the three steps to follow for incredible fluoride case acceptance:**

#### **1. Use the phrase: “New research shows...”**

This is useful because a large number of your patients probably didn’t have fluoride last year. Maybe they weren’t even given an opportunity to choose fluoride. By saying “new research shows,” it absolves you from having to explain why you didn’t offer it before. “We’ve got new research that shows it’s important for patients to have fluoride treatment. From this point on, we recommend fluoride to every single patient.” “The new research shows that if you have fluoride consistently when you come in, you can reduce new cavities by as much as 75%.” “New research shows that topical fluoride benefits everyone from age 3 to 103.” That’s what you want to let them know.

#### **2. Personalize the Benefits**

The next step is, “Here’s why you should have one today.” When you talk about the new research and that every single adult patient needs to have fluoride, the patient will ask how much it costs and whether their insurance covers it. Then they will say “No thanks,” unless you add the following: “Here’s why you need a fluoride treatment today.”

Give patients personal reasons:

- What do you see in that patient’s mouth?
- What makes them a good candidate for fluoride?

There are many possible reasons:

- Are they on a prescription medication?
- Have they invested in crowns and other restorations?
- Do they have a problem with continual cavities?
- What does the oral environment in their mouth look like?
- Do they suffer from sensitivity?

Address the reasons why this patient would personally benefit from fluoride. If you miss this vital step, chances are they won’t accept it. Patients need to know what’s in it for them. Why should they take this \$20 out of their pocket and give it to you (especially when they weren’t planning on it)?

#### **3. Good News / Bad News**

The last step is our ‘good news, bad news’ scenario. The bad news about fluoride is the patient has to pay for it. Insurance usually doesn’t cover it. Tell them that before they have the chance to ask: “There’s

good news and bad news about fluoride. The bad news is your insurance isn't going to help you. The good news is it's only \$25." For a patient that did not expect to pay anything, that might seem like a significant amount of money. Help them put that into perspective, \$25 is less than: a trip to McDonalds with the kids, an afternoon on the golf course, a one day fishing license. Try to put it into perspective based on something they can relate with. Help them realize \$25 isn't significant in the long run— especially for something that can help prevent as much as 75% of the cavities they might have.

### **What This Means to Your Bottom Line**

If you do all three steps correctly, you will be amazed at how many patients will choose to have fluoride. It's just a \$25 service. What can this possibly mean when it comes down to increasing productivity? Simply put, it adds up. Let's assume you do the following numbers: You have, on average, eight patients in your office every day. The fluoride fee is \$25. You have 80% acceptance on fluoride. If you do that, you'll see an average increase of \$34,600 per hygienist.

Over the next 12 months, that adds up quickly. It's not difficult to get to 80% acceptance. The better your verbal skills become (i.e. answering questions and overcoming objections), the higher that number goes. A lot of our clients who have done this for years, have between 95% and 98% acceptance with their fluoride.

**For more help with fluoride, schedule a [free consultation](#) with Hygiene Diamonds.**