ONLINE
TRAINING

Case Acceptance Mastery

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CASE ACCEPTANCE BREAKTHROUGH

TREATMENT PLANNING STANDARDS

Where are you right now?

Diagnostic and treatment planning is consistent and understood by the entire team.

NEXT LEVEL PATIENT CARE

- Restorative Case Diagnostic %
- Hygiene Case Diagnostic %

The average TTI practice has an annual patient value of $854.
- Dental Intelligence

BUILDING TRUST

- Consistency and Alignment
- Confidence
- Patient Concerns First
- Talk Less, Listen More

CASE ACCEPTANCE BREAKTHROUGH

FIVE FACTORS FOR BUILDING TRUST

What activities will you build into your patient experience?

1. Competent
2. Believable
3. Reliable
4. Connected
5. Courteous

DIAGNOSTIC STANDARDS AND ASSERTIVENESS

Where do you fall right now?

PRESENTING WITH PCSB

- Show Patients the Problem
- Explain the Consequences
- Share the Solution
- Brag about the Benefits

The average doctor has to do 13% MORE exams to keep up with a TTI doctor's production.
- Dental Intelligence

CASE ACCEPTANCE BREAKTHROUGH

OVERCOMING OBJECTIONS

What are the most common objections in your practice and how will you manage them going forward?

LANGUAGE TO AVOID

What words or phrases do you need to eliminate?

STANDARDIZE HOW WE TALK

1. Condition or Service
2. Treatment Philosophy
3. How Do You Talk About It with Patients
    a. Condition or Service
    b. Consequences of Not Treating
    c. Solution
    d. Benefit

CASE ACCEPTANCE BREAKTHROUGH

TREATMENT PLANNING FOR PREDICTABILITY

Hygiene

- Periodontal Disease
- Sealants
- Fluoride
- Bonded Protective Agents
- Caries

Restorative

- Crowns
- Endo/Crown
- Fixed Pros
- Implants
- Clear Aligners

TPP: PREVENTIVE SERVICES

1. New research shows...
    a. Your risk status has changed
2. This would be good for your because...
    a. Specific risk factors
3. This usually costs about $x but your insurance has negotiated a rate if $y
    a. Put fee into perspective as a good investment that's less than something meaningful to patient

TPP: MASTERY

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Treatment Philosophy

Condition or Treatment:

What do we do when we see…

Treatment Philosophy:

How do we talk about it?

Problem:

Consequence:

Solution:

Benefit:

Predictable Treatment Planning - Radiology Protocol

Records:	NP Pedo	ReCare Pedo	NP Adult	ReCare Adult	Post Endo	Post Implant
Periapicals						
Bite Wings						
Panorex						
Intra-oral Scan						
Perio Charting						
Decay Detection Device						
Oral Cancer Device						
Airway Asessment						
Other						
Other						

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ANATOMY OF AN APPOINTMENT

Recall: 20-20-20
New Patient: 30-30-30

RESTORATIVE PRE-SUASION

TEAM PRE-HEAT, DIAGNOSIS PREP, AND URGENCY LANGUAGE

MORNING HUDDLE EXERCISE

- Once per Week
- Draw Team Member Name out of Hat
- Show a Picture
- Team Member:
  - Creates pre-assessment plan - why
  - Describes how we would talk to the patient
    - Problem
    - Consequence
    - Solution
    - Benefit

PERIODONTAL PRE-SUSAION: 5 STEPS

1. Use specific language before probing. Use simplified language that they understand.
2. Show the patient areas of concern utilizing Intra-Oral Camera or Digital Scan images. They need to see what we see!
3. Fill out the health assessment form and review findings with the patient.
4. Review findings with the perio brochure.
5. Find the money.

FOCUSED TREATMENT PLANS

- Chief Complaint
- Pain/Infection
- Perio

The higher the cost of a treatment plan, the lower the percent of acceptance falls – across all practices and all providers.

THINGS TO WORK ON