



Team Activity

Team Activity

Series 2 Advanced Training

Session 11 Advanced Growth Strategies (Part 3)

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1. Make a copy of this worksheet for each team member to use.
 2. Complete the Team Activity.
 3. Fax or email one “Master Worksheet” containing your team’s collective efforts.
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Send Us Your Master Worksheet

Fax
615-807-3301

Email
Champions@DentalSuccessToday.net

Team Activity

Step 1 Back to Basics

Fill in the blanks and brainstorm together. Every answer is highlighted in your transcript.

What are the Three Rs?

Reactivation

Reactivation can be worth more to you than any other aspect of your practice because:

What are the two factors that make reactivated patients worth more than new patients?

Referrals

Referrals aren't going to happen _____.

Don't be distracted by getting reviews. A _____ is a patient; a review is not.

Answer these questions together.

Are you using the couple's approach to get the spouse in quickly?

Are you sending the friends and family letter?

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Are you creating healthcare partnerships in the community?

Are you doing all you can to promote the practice to the people you're doing business with and to their circles of influence?

If not, what else can you do?

There is nothing more valuable than _____, because these are the patients that will turn into _____, and they come in _____ to proceed with treatment.

Retention

Retention matters because:

Retention comes from one major thing:

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When patients experience a practice that lives in positive energy (meaning, a happy, energetic, attentive, healthy, fun, informative, encouraging atmosphere) they want to:

The most advanced strategy of all is to _____

which also means, work on _____.

What are the three pillars of retention?

Pillar 1

Pillar 2

Pillar 3

Your goal is to maximize your patients as a _____.

Remember, dentistry is in the details!

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Step 2 Team Discussion

Continue this step together as a team.

Collectively discuss and agree on responses and actions to the questions below.

What details are missed in your patient experience?

Where are patients being lost in your process?

Who is going to take charge of what in closing these loops?

Note

Patients who are retained drive growth, referrals, and lessen the amount of reactivation that's necessary. It's better to keep them than to lose them and have to get them back again.

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Are there any commitments you'd like to make to yourselves and your culture?

Remember the keywords of culture:

Happy, energetic, positive, attentive, healthy, fun, informative and encouraging.

Who would like to lead the charge on what?

These commitments can even be for practical, basic needs such as:

Clean bathrooms, trash, neatness, organization and scents in the office.

As a whole, which of the Three Rs do you think your team excels at most?

Within which of the Three Rs lies the most opportunity for your team, and why?
