



Practice Focus

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Series 2 Advanced Training

Session 8 Practicing the Total Role-Play Experience

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1. Listen to the audio recording.
 2. Follow along with this transcript.
 3. Use the transcript to help complete your Team Activity: **key points are highlighted.**
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Hello everyone and welcome to another edition of our monthly Practice Focus. Today, we're going to be short and sweet. We're going to cut straight to the chase. I want you this month to focus on the total role-play experience. Now I've really, really been very grateful for the positive feedback for all the things that you've worked so hard to do as you have mastered. I'm going to start calling you the dental masters, okay? You mastered each aspect of your patient experience to help you improve, to improve not just on your interaction with each other, but also with your interaction with the patients.

As you know, we looked at this in a very comprehensive and a full circle type of way for the entire purpose of improving the communication. At the end of the day, what else is there other than communication? Practice does make perfect. Today, I want to take what we've done over the past several months, breaking down each of the steps of the patient experience from every point of contact and engagement. We've slowed it down. You have done what others will never, ever do. We have practiced methodically, deliberately, effectively. You've taken each area, step and key responsibility when it comes to helping patients say yes to treatment, understand the benefits of that treatment, and most of all, you work smartly to great relationships with them.

Today, this month, you get the month off from me and you're going to dedicate all of it to yourselves. I'm asking you to review and make final adjustments and decisions on what you've learned and studied through this process. Of course and most importantly, I want to remind you that you should be doing all of this every single month; practicing. It doesn't end ever as long as you want to continue to improve and stay on your game. Because when you stop practicing, you don't stay the same. You always get worse. You lose your edge. You forget. You fall back into complacency and routine and things that you may not even notice will be hurting your overall acceptance of the relationship cultivation. As the saying goes, "If it's worth doing, it's worth doing right."

Now, I'm going to lay out three different exercises for you and then you're going to get straight to it. First of all, the big difference this month is that we're going from A to Z. We're going to begin practicing directly with each person who owns the step in the process. I'm going to be walking through it until the end of the patient experience. Our phone person does the phone, interview person does the interview, clinical person does the case building, doctor does the doctor, and so on and so forth. I do not want you to be easy on each other, but also don't be stupid. Most patients, things always go very smoothly. They're always respectful. They always follow your process. We give our attention and we skew our attention towards the losers, but the reality of it is the losers are the minority. They're few and far between. Most patients are going to go very, very smoothly.

Now as you do this, once you complete the entire full-circle experience, I want you to give some time to each team member and give them feedback so they can continue to improve their skill and proficiency at their role. Again, depending on how many team members, you're going to break up into two teams. You can just do it all together all at once. The most important thing is that everybody observes. The pressure is on, okay? The pressure is on, but that's the point.

We want to practice as if it were real and walk through each step of the patient experience from start to finish with no breaks, no pauses, no gaps, no stops so that way we can really see how this all comes together and that each person is setting up the next team member properly. That's the most important part of today, of this month, is not just rehashing role-

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playing from before. You're really seeing how all of this connects together for each team member so that you know what each other is saying to the patient and how you're setting up the success of the next step. This is why the full circle experience really matters.

Now, the second activity, I want you now to practice cross training each other with someone who doesn't normally do the role or fill the position. I'm not a big, giant fan of cross training, because I believe we should have experts in the practice. If somebody else can do what you do, why would you be here? That's the idea, right? However, cross training is very valuable when it comes to having empathy for each other, understanding what each person does, as well as if you do need to fill in for the vacations or the sick times. Hopefully you all take vacations together. You never string out your team members and leave them high and dry by not showing up to the practice to be a team every day. Nonetheless, this entire point of what you're doing is so that you can be very seamless and very consistent, is the best word, consistent with your patient experience for every team member, no matter what step or who's doing it or where the patient is at.

Again, first activity is you're going to practice as if it were real. Somebody plays patients, walks through the entire experience start to finish. We're combining all role-playing modules into one. Second activity is the swap. Put people who are not used to this role and make them go through the entire experience from A to Z. Now remember, we've already done that. All the months we've practiced, we've forced people to get out of their comfort zone to do roles that they were not used to doing so that way we would develop the muscle memory, the empathy, the cross training element of everybody being able to do everything. It's the same concept here. You have two parts to the patient experience, A to Z, full circle role-play activity first with the regular team members and second with opposite the regular team members. Then you're going to give each other feedback across the board. They give each other feedback. This lets everybody see the overall big picture of the experience.

Finally, finally, the third activity for this month, I want you to have an open discussion about what you've learned through this process and doing the role-playing exercises. I want you also to commit to how you will continue to incorporate this into your monthly training. Very, very, very important. I want you to talk about what you've learned by slowing down, by being reflective, by doing it in this way. Then, I want you to be very, very amazing at committing to continuing to incorporate the role-play structure.

There are a few ideas that I often recommend. First, doing treatment plan reviews, sitting down with each other, plan up a patient, having everybody in the room treatment plan the patient. Then comparing that with the doctor's official treatment plan. This is one example. Clinically, you should be doing it all the time but for the entire practice. We should not be leaving business team out of clinical, clinical team out of business. You're not going to train that way every single day all the time, but you should do it once a month. You should have a treatment plan or a chart review activity. You're chart reviewing every day. This is simply a way for everybody to recheck some balances with each other. It's the form of the role-play discussions. You should practice presenting the treatment plan to the patient, going over any clinical questions or issues you may have.

The next is the new patient audit. Again, something that should be done once a month where you're reviewing all the new patients for the month, you're finding out where they ended up. Are there any that stalled out, that didn't follow through with the hygiene or the treatments? Is there any couple steps in the process that you should be going back and

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modifying to make sure your new patient experience has continued to improve and become more effective?

The next one is the recordings. This is taking role-play to another level and this is actually doing recordings. Many team members, they understand you can have phone recording, you have interview recording, you have your clinical recording, you have treatment plan recording. I'm talking about actual audio recordings. You can ask the patient permission if you want to. You can record it, whatever. The point is it's for training. Everybody will be fine with it. Anyone want to sit back and listen. This is probably one of the worst things anybody ever does, is listen to themselves, but it also gives you the most realistic way to manage and monitor and improve what you're doing because you're not just practicing the role-playing where you're going to be thinking through doing everything right, you're monitoring what you did in reality with the patients. These are just some examples of how you can incorporate this into your monthly routine. You should go back through the last several months' modules and practice the role-playing again and again and again.

Now, the most important thing is to continue tracking. Track your statistics. You must do it. That way, you know what reality is and how well you are actually doing. So important. Please, please understand the purpose of tracking. Tracking the diagnosis to case acceptance, to collections, the follow through into the schedule, all of these things are so valuable because they tell us how you are doing.

Now, I've seen direct improvement from every practice that has committed to this process. I'm very proud of your efforts. I'm very proud of you and your willingness to do what others would not. This requires great discipline to execute. It requires desire to improve and taking your relationships and responsibilities with your patients very seriously. I commend you all.

Now get to work on the total picture! Next month, we are moving deep into very advanced gross strategies and we'll be shifting our focus away from this particular topic and approach, so please be mindful to wrap it up well and also commit to structuring role-playing into your ongoing meetings and your training routines. I'll see you next month.