



Team Activity

Team Activity

Series 3 Team Mastery

Session 3 Building Value (Part 1)

Listen Online
dst.media/focus27

-
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.
-

Send Us Your Master Worksheet

Fax
615-807-3301

Email
Champions@DentalSuccessToday.net

Team Activity

Step 1 The Hierarchy of True Money Objections

Read what patients “really mean” when they talk about insurance, and quickly review the Hierarchy of True Money Objections.

What Patients “Really Mean” When They Talk About Insurance

A patient repeatedly redirecting back to insurance is a money objection.

If they want to delay, it means they don’t want to pay.

And that means they don’t want it bad enough. Either they don’t value either themselves, the treatment and the outcome, or they don’t value you.

The Hierarchy of True Money Objections

1. The Lack of Value
2. The Lack of Urgency*
3. The Lack of Belief, Necessity, and Importance
4. The Lack of Trust
5. The Lack of Deserve

Remember

When it comes to urgency, there doesn’t need to be a crisis for treatment to be timely.

Simply Put

If it’s diagnosed, it must be done.

Team Activity

Step 2 How to Build Value With Your Patients

Everything in your patient experience should be about:

- Moving beyond problems and getting to the possibilities.
- Moving beyond treatment and getting to the benefits of the outcome results.
- Building value to the patient, by the patient, about the patient, for the patient.

Remember

Building value doesn't mean focusing on the value of you, the treatment or the doctor; it means focusing on the patient.

How to Build Value Over the Phone

For additional help

Refer to your phone protocols from last year.

First, ask the caller:

- Their name.
- Why they called.
- What their motivation is.

When money or insurance is brought up, reply by saying:

"I can give any and all prices over the phone, that's ok, but until we look at your mouth, nothing I say is going to matter.

What I can tell you that matters is that in our practice, money won't be what defines the relationship between you and us. Your optimal health is what ultimately matters to us, and doing what's in your best interest will be what defines our relationship going forward, not money."

Team Activity

How to Build Value During the Interview

Reassure your patients by saying:

“The best news of all is that our relationship is founded on a commitment to helping you to get healthy, based on whatever that means to you. We have so many affordable options, and honestly, money is the easiest part of everything that we do here because our expertise is finding great solutions for our patients.”

How to Build Value During the Diagnosis

Remember

Never prejudge the patient, never diagnose the pocketbook of the insurance, just focus on optimal health.

Further reinforce you're their advocate:

“A long time ago, our team made a decision to never let money stand in the way of doing what's best for your patients and helping them get healthy. We're never going to oversell you, or much worse, well you short of optimal health. When you're here with me, I assure you we're going to do what's in your best interests, and absolutely, we'll figure out the money.”

Cast the vision:

“Doing something that's affordable for you, and doing something that doesn't compromise your health or our standards, is ultimately where we want to end up.”

How to Build Value During the Presentation

Establish commitment:

“We're in a position to be able to help you and our commitment is to get you healthy again. We have many financial tools and resources to reach that commitment. What I need to know is where you stand with your desire to achieve the ultimate outcome that you and the doctor have agreed to.”

Team Activity

How to Schedule Treatment

Money shouldn't dictate scheduling, nor should the schedule dictate the money.

This means that if the patient “can't afford” treatment, we shouldn't just schedule a bunch of single pieces, because that ruins our ability to grow the value-based production and it slows our collection flow.

If a patient can't do the total picture, we break it down very slowly so we still have the biggest pieces possible.

Remember

Insurance is something to layer in at the end when you're dealing with scheduling treatment.

It's critical that the next appointment is not the free one insurance is covering.

The patient's next appointment must be something bigger than that, or bundled with it.

For more on this topic

Revisit past training videos and last year's role-playing exercises.

Team Activity

Step 3 Role-Play

As a team, role-play as you go through each patient engagement point listed below.

Alternate being the patient offering objections and being the team member answering them at each point of your patient experience.

Patient engagement points:

- Phone
- Interview
- Diagnosis
- Presentation
- Scheduling

Offer you own money-objections and work together to build confidence and consistency in how you handle them and move beyond them.

Remember

How you handle your part directly impacts the success and the advantage you're giving to the next team member in line with the patient experience.

As you do your deep-dive into value, reflect on this quote from Dr. Klauer, one of the top Dental Success Today clients:

"Price is only a problem for your patients, or anyone, when it's in the absence of value."

With that in mind, what can you do within each patient interaction to better represent your team and build value in your patients' minds?

Remember

Insurance, money and value discussions are more in your control than your patients', but only if you believe it to be and do what's necessary to be leaders in their lives and minds.

