



Team Activity

Team Activity

Series 4 Elite Practice Evolution

Session 3 Setting Your Patients up for Success (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 What Do Your Patients Need to Know?

It's time to dive further into a consistent commitment to comprehensive dentistry.

"Knowing is not enough. We must apply. Willing is not enough. We must do."

- Johann Wolfgang von Goethe

This quote applies to you AND your patients.

You already *know* what to do to get your patients' health to the state of ideal. Now team members simply need to commit to the highest standards of care and *apply* the principles of consistently presenting comprehensive treatment.

Your patients are in your practice because they're already *willing* to entertain their options for getting healthy again. Now they simply need clear, hopeful direction from you, and you must *do* what you know is best for their health.

In this step, you'll be working your way toward an answer to the following question:

What do our patients need to know, see, understand and be aware of to make the best decision for themselves?

Note

There's of course a unique, personal answer to this question for every patient and circumstance in your practice. However, there's also a broad answer which applies to every patient and circumstance. To discover that answer which applies to all, consider the clarifying questions on the next page.

Answer these clarifying questions individually.

Once every team member is done, come back together to share as a team.

Let's get started!

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By your standards, what is health?

What end result does every patient deserve?

How do you explain what health is and what a patient deserves?

How do you demonstrate what health is and what a patient deserves?

Why does health and what a patient deserves matter?

What are the benefits of a commitment to health; both today and longterm?

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Step 2 Creating Contrast and Building Bridges

The reason for crafting your statements in Step 1 is so you can use them as states of ideal to create contrast with patients' current state of health.

The reason for creating that contrast is so you can build a clear bridge between where patients are and where you're going together.

The reason for creating the vision of the bridge, and the end result, is to give patients the opportunity to buy in and take ownership of their health.

Let's explore how you can create that contrast and build bridges to health for your patients.

Answer these questions individually.

Once every team member is done, come back together to share as a team.

How do you cultivate awareness of the current reality of patients' health?

In what ways do you educate patients?

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In what ways do you establish proof, believability and trust?

Now it's time to share your answers with your team.

One team member please offer to be facilitator, and one offer to be a writer and record the fruits of your discussion.

Facilitator

Allow everyone a chance to share their responses. Along the way, create space for positive feedback as language arises that resonates with your practice's philosophy of care. In the end, reach consensus on a succinct amalgamation of your responses to each question.

Writer

Pen your team's collective response to each question on your Master Worksheet.

Using your answers to the clarifying questions as a foundation, answer this last question:

Where are the best opportunities within your patient experience and what are the best techniques you can use to create contrast between patients' current state of health and the state of ideal your team's committed to?

In other words, how can you build the strongest bridge between where your patients are and where you're going together?

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Bonus Activity Advanced Role-Playing

This bonus activity isn't required, but it's the most advanced version of this exercise: taking what you've discussed and practicing its applications in real, specific patient scenarios.

Time permitting, please engage in the following as a team:

List the five most common problems you see with your patients' health.

1. _____
2. _____
3. _____
4. _____
5. _____

Have each position in the practice role-play discussing the problem through the concepts of establishing the current state of health, creating contrast and building the bridge of buy-in.

Whether it's phone calls, new patient interviews, the clinical experience, hygiene patients, operative patients, etc., make sure everyone gets a chance to role-play their position within at least one of the most common problems you listed above.

Tip

Use real patient examples and use real items at your disposal — items like x-rays, photographs, case studies, before and afters, testimonials, models and tools — to make this more interactive,

Remember

Create the contrast between the current state of health and the state of ideal, building the vision and the bridge of buy-in.

