



Practice Focus

Practice Focus

Series 5 Personal Growth and Practice Development

Session 11 Advanced Strategies on Case Acceptance and Getting More Patients to More Meaningful and Comprehensive Yeses

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Hello friends, and welcome to a very special edition of your Advanced Strategies on Case Acceptance and Getting More Patients to More Meaningful and Comprehensive Yeses. You better believe this is almost the conclusion of our Mastery Series on Personal Growth and Practice Development, and we're going to go straight to the most important part of the entire thing. This is where it's at. I'm telling you, everything we discuss here this month, everything we've ever discussed, I should say, leads to what we're going to discuss this month. You know it, and yet and still we fall into the trap of hoping for the outcomes we want instead of taking full responsibility for creating it. And that cannot be more prevalent in dentistry than in the case acceptance you are getting with your patients. This is our premise for today, and it is my greatest value and work with and for you.

It's really twofold. First, the degree in which you are able to impact your patients and improve and enhance their quality of life is directly and exclusively tied to your ability to move them to a yes. Principle number one, nothing else matters other than that. Secondly, you can get all the yeses in the world, but not anything very significant, okay? You will diminish your impact and limit your results and your ability to grow in every single way without getting a complete and comprehensive yes. It's the quality and the value of the yes you're getting, not just the yes itself. Or in other words, the yes on what? All leverage in dentistry, 100%, all leverage linked to time, to schedule, to money, to team, to utilization of skills, to differentiation within your practice, all leverage in dentistry is linked and attached, intertwined and dependent upon the size, completeness, and comprehensiveness of the yeses you get from your patients.

We talked about case building last month, and so now we must close the case, get the yes, move the patient forward in a compelling way so that they accept their own personalized, rewind and repeat, listen again, so that they accept their own personalized pathway to health, okay, on yours and hopefully what has become their vision for their mouth and for their future. Now, because this is your most advanced Practice Focus series on mastery you've ever done, and we're almost ready for your next series of Practice Focuses, which we'll be getting to in just two months' time. But because this is the one, I'm going to lay out the principles we're going to work on and I'm just going to get out of your way. I'm going to let you dive into role-playing as quickly as possible. We've really taken it a step-by-step-by-step process over the last several months, that's culminated here today to where the rubber meets the road.

This should not be about discussion today. Today, this month, this Practice Focus should be about "doing." Now, there are three things I want you to do as quickly, but as completely and as effectively as possible. I would like for you to work through all three, ideally in this one setting. I'm going to cut to the chase. I'm going to go straight into the breakdown. The first thing I want you to do is the solidification of your clinical yes. And the acknowledgement and agreement of your patients on the outcome and the treatment that will make it possible before you execute the final triangle. It's vitally important. This should literally be role-playing out from each clinical position every possible scenario in new patient and the doctor's side or hygiene side, an emergency patient that needs to move to a comprehensive exam, a hygiene or re-care patient from any specialty that is ready to upgrade their health, complete their pathway, enhance their aesthetics, move to a specialty track, like sleep, TMJ, ortho, whether it's the same-day impressions and presentation or whatever. And even if it's just perio out of existing hygiene patients, doesn't matter to me. I want you to focus on role-playing closing the deal, clinically closing the deal, and achieving the clinical yes assertively and confidently more so than ever before.

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I want someone to play patient, okay? And let's do it this way: buddy up and get to it and feel free to make it real and use patient examples from yesterday, from tomorrow, even from today if you've already had patients today, last week, however you want to do it. The more you can make it real, the better. I would also challenge you to go back to patients who didn't move forward and see what you would have done differently. Also, pick out some outstanding treatment and some cases and re-engage with new photographs, different questions, or possibly a reboot through the full comprehensive exam.

This should take you half the time you've got. Work to the clock, take turns, document notes, get advice, and hone your skills. Ask yourselves, "Are these really clinical yeses?" "Are we getting the patients to agree to the outcome?" "Are we just staying focused and fixated on talking about the dentistry?" "Are we ultimately taking a patient to a great position before we actually get the last triangle?" "Are we staying in the game?" "Are we finishing the job?" "Are we driving conclusive conversations to a culminating yes?" Okay?

Then I want you to come back into your group and share, share with everybody: share your insights, share what you helped each other with, share your takeaways, share the things that you realize you know you need to improve on, commit to, build your confidence with. This is clinical, heavy-lifting right now. But don't worry, we're going to switch.

And this is going to bring me to the second part. I now want you, after you've done that, to immediately move into how you execute the treatment summary triangle, whether that is usually in the treatment room or at the front desk area or a consultation room. Now that you have a better clinical yes than ever before, I want you to deliver a much more impactful, assertive, positive expectancy, definitive and directed triangle out of the business team...out to the business team, I should say. Remember to run the full-circle approach. Here's what we discussed and where the patient is at currently. Here's where we are headed and why. Here's what we're going to do and what the patient has agreed to and the exact next step and approach that is going to be taken. Now remember, the trick is to do all this in front of a patient.

We see a whole lot of cut and run, cut and run: hygienists dump off at front desk. Doctor, if they do walk up a patient, drop them off. Assistant, sending the patient out the front, giving over a piece of paper, route slip, or just a quick verbal handoff, but not really doing a full treatment summary triangle. Sometimes our doctors, they don't even finish the job. They just do the diagnosis and exit and be done. This is where I really want to make sure you're being complete and bringing it full circle, okay? Do all of this in front of a patient and directly to the business team. You should be delivering all of this in front of the patient, directly to the business team. It doesn't matter who is, it matters that it's being done, okay? In doing this, let everyone practice and take turns and critique each other, and make sure you are getting what you need to close the deal and help set each other up for success.

This is all you're going to focus on. This one-two punch, most important (it's all important by the way), but nothing matters that's happened before this. You can't half-ass this piece of it. You can have perfect experience all the way up to this. And if this ball is dropped, if this is insufficient, if it's just bluntly not complete and not finished, or if it's just not done effectively, everything will be lost. I mean, you're only as strong as your weakest link. Once the ball drops, it's real tough to pick it back up again and it will undermine all the hard work that's been done, all the smart work that's been done up until this moment. So really, really hold each other accountable. Practice, practice, practice and really hone your skills.

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Now, get to it. You understand, two pieces: clinical yes, close the deal. Treatment summary triangle, close the deal.

Finally, the third part that I want you to finish with is to do one simple thing as a group. I want you to take every major objective or obstacle or stubborn patient or any objection period, any scenario you can think of that you experienced, whether it's front, assistant, hygiene, and share it with your team and then practice some tough love, confident, truth-telling to your patient and go back at them and secure the case acceptance.

It's real simple. I want you all to be on the same page with how you're going to overcome when a patient throws a wrench in the process or gets in their own way and your way of helping themselves. It's very important. When doing this, follow the exercise and make a list of your top denials, top objections, and how your team has agreed to reposition, respond, re-establish the truth to the patient. That's all you're doing: making their health their responsibility. And while you stand firm and are committed to helping them get to a yes, because they deserve it.

Remember to use benefits and consequences, reasons why, photographs, and whatever else you've got. Work through this Practice Focus in the order it has been laid out. It's very important. Stronger and more clear and affirmative clinical yeses lead to more complete and confident and effective treatment summary triangles of trust. And these both lead to everyone having more power when they communicate and the conviction in delivering the truth and standing, okay, for your patient, not giving in and continuing to help them get to a yes and move forward down their pathway to health. This is advanced stuff. It truly is where the rubber meets the road. When you combine last month and this month, you've got the greatest leverage and potential for your practice growth you could ever imagine.

And you really bust through anything holding you back and giving yourself the ability to create value-based scheduling that's a multiple of what it once was, and remove your overall dependence on any volume whatsoever, and really, remove your dependence and break through the time barriers from your collections. This is where you accelerate collections over and above and beyond production because you stay true to the complete big-picture vision for the pathway to health for your patients; clinically closing the deal and getting the case acceptance, and then exiting and through a treatment summary triangle, so that you're setting your business team up for success. And the least of the objections they'll ever receive, and you'll receive far, far fewer, is going to be financial, because you've already emotionally got the patient to commit and buy in. And they've now moved forward in their mind and verbally, at least a couple times.

Hey listen, it's very exciting, isn't it? And the ultimate good news and outcome is that all the patients you'll be helping get healthier, more so than ever before. And we expedite your ability to help them and their timeline in getting there.

Hey, if you do this, I'm going to tell you congratulations are in order. You're doing meaningful work. You're doing everything to be the very best you can be and help your patients be the very best they can be. You're taking the lead, setting the precedent, delivering the standard of excellence, and guiding your patients down the pathway to health, to amazing, exciting, meaningful, life-changing dentistry and comprehensive yeses. I'm very proud of you. Now, I want you to show me what you got. This is a hard-hitting Practice Focus and the power's in your hands. I'll see you next month.