



Team Activity

Team Activity

Series 6 The Championship Playbook

Session 9 Diving Deep Into Details (Part 1)

Listen Online
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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 30 Days

Begin this activity with some brief self-reflection.

Individually, take a moment to consider what you've been more intentional about, improved upon, implemented or enhanced over the last 30 days as a result of your last Practice Focus.

Write at least one thing you've leveled up as a result of the Practice Focus:

Go around the room and everyone quickly share one thing they've enhanced this past month.

Individually, take a moment to consider if there's anything else you wish to level up over the next 30 days as an extension of what you've already improved upon.

If so, write it here:

Allow anyone the chance to quickly share one thing they'd like to enhance this next month.

Team Activity

Step 2 Ideal Patient

It's time to mastermind as a team.

First, read the list below out loud and internalize it. Use it as your compass in conversation and your filter to run all discussion through.

How can we:

- Use the phones to lead patients to more successful visits?
- Use our welcome process to guide patients to a higher-value perspective of health and higher-value perspective of what we do?
- Use our interview to build rapport and connect emotionally with patients?
- Use Triangles of Trust to reinforce the most important points and guide patients through our clinical experience?
- Use photographs to make everything more real, tangible, and inspirational for patients to take ownership of their health?
- Use “benefit and consequence” conversations to get patients to be more proactive with their decisions, move beyond money and insurance, and fully embrace optimal health?

Facilitator

Someone volunteer to help facilitate team discussion throughout this activity.

Writer

Someone volunteer to be the writer to capture key points and commitments along the way.

Mastermind the following prompts together and consider how each of you can personally engage your patients and elevate them into becoming perfect patients for your practice.

Team Activity

Describe your ideal patient:

How can you get more patients like that?

What questions should you ask? What information should you gather? What information should you give? What diagnostics should you do? What tools should you use to help?

Team Activity

Describe your ideal case:

How can you get more cases like that?

What questions should you ask? What information should you gather? What information should you give? What diagnostics should you do? What tools should you use to help?

Team Activity

Describe your ideal flow:

How can you get more patients to flow like that?

What questions should you ask? What information should you gather? What information should you give? What diagnostics should you do? What tools should you use to help?

Team Activity

Step 3 Case Continuity

Continue masterminding as a team.

Discuss how you lose patients and cases along the way.

Where and how do you lose patients in mindset, attention, buy-in, believability and follow-through?

- Is it in follow-up and reappointment?
- Are you slow on treatment plans?
- Are treatment conferences positioned too far from the conference of exam?
- Are patients waiting too long for the doctor?
- Are you rushing?
- Are photographs not being leveraged to their full potential?
- Are you maximizing your Triangles of Trust?
- Are you securing the clinical yes?
- Are there gaps in your process that align with gaps in your patients' progress?

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How can you cultivate patients that are less apt to delay?

- Can you create more urgency?
- Can you make your process and patient decisions more time-sensitive?

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Step 4 Patient Pushback

Conclude this activity by considering patient pushback.

Together, decide on a set of cohesive tools—i.e. scripts and actions—to counter each piece of pushback and keep patients moving along their pathway to health.

Some examples of patient pushback are:

- Do you take my insurance?
- Does insurance cover it?
- That's a lot of money.
- I can't afford it.
- I think I'll wait on that.
- Can I just do part of the treatment plan?

With each position at the practice and with each piece of patient pushback, decide what your set of tools are—i.e. scripts and actions—for transforming that pushback into positive momentum.

Tip

Be as specific as you can: pushback-by-pushback, position-by-position.
