



# Team Activity

# Team Activity

## Series 7 Bettering Your Best

### Session 6 Better Clinical Yeses (Part 2)

**Listen Online**  
[dst.media/focus78](http://dst.media/focus78)

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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](mailto:Champions@DentalSuccessToday.net)**

# Team Activity

## Step 1 Leveling up Clinical Yeses

Begin this activity by reviewing how to get to an elevated **QUALITY** of clinical yeses, not an elevated **QUANTITY** of clinical yeses.

Discuss all 3 Key Points on leveling up your clinical yeses.

### Note

Patients have already made up their minds—often before they’ve even called—that they will say yes to what insurance covers.

**We have two goals:**

1. Shift ourselves from “insurance” to “influence.”
2. Shift patients from “need” to “want.”

### Key Point 1

#### Create Compelling Stories

#### Remember

“No one has ever made a decision because of a number. They need a story.”

**How to level up storytelling abilities:**

- Being proud of the patient.
- Reinforcing their listening ability.
- Engaging them in their story.
- Acknowledging past decisions that got them to this point.
- Congratulating their positive, proactive and healthy decision-making.

**Refresh and retell the patient’s story whenever possible:**

- One-on-one, during triangles of trust, and especially with the Treatment Coordinator.



# Team Activity

## Key Point 2

### Be Directive

#### Use the “Assumptive Yes”

Always speak of “when” the patient is moving forward, not “if” the patient is moving forward.

#### Remind patients of their goals using this sentence structure:

- “Completing X ... will get you to your goal of Y.”
- “Taking care of X ... will get you to your goal of Y.”
- “Making X investment ... will get you to your goal of Y.”

#### Doctors, ask patients what they’d like to do:

- “What would you like to do next?”
- “How can I help?”
- “What would you like to see happen from here?”

## Open up team discussion.

### How can we level up the way we are being directive with our patients?

#### Tip

Consider when, where, how, and how often we’re using the “assumptive yes.”

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# Team Activity

## Key Point 3

### Bundle Treatment

**ALWAYS PRESENT TREATMENT IN THE WAY WE WANT IT ACCEPTED!**

### Note

The clinical yes is more than just a “YES...” it’s a decision on “WHAT?”

### Check-in questions to ask individually ... and as a team:

- Am I ... Are we ... asking UP?
- Am I ... Are we ... framing treatment BIGGER?

### How to ask UP and frame BIGGER:

- Talk about sides.
- Talk about arches.
- Don’t drop below a quadrant when talking to patients about moving forward.

### Don’t

Confuse patients with small pieces.

### Do

Create confidence and clarity by sharing the importance of viewing health in bigger pieces.

### Create clarity and confidence using this sentence structure:

- “It’d be in your best interest if we X ... because Y.”

**If we only focus on the next step (the small pieces) it’ll lead to distrust. If we bring up small pieces of treatment over time without sharing BIG pieces and BIG vision, patients will think:**

- “There’s always something new every time I come in.”
- “Why didn’t you tell me this before?”

# Team Activity

## Goal

Drive patients to the very best overall option and longterm vision for them before money enters the conversation.

## Don't water down treatment and avoid phrases like:

- "It's only a little problem."
- "It's a small issue."
- "It's a slight challenge."
- "Let's just start with this for now."
- "Let's watch this and see where it goes."

## Low-level verbiage like this:

- Normalizes that it's ok to have issues.
- Affirms it's ok to wait until problems arise.
- Downplays the importance of health and proactive dentistry.

## Open up team discussion.

**How can we level up the way we are bundling and presenting treatment to our patients?**

## Remember

"The confused mind never buys."

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# Team Activity

## Step 3 Huddles, Accountability and Commitments

Finish by reviewing meeting structure and creating accountability checks and commitments.

Answers these prompts on the Master Worksheet.

What huddles are currently happening and how often?

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Is there anything we'd like to level up?

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What's being discussed in these huddles?

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Is there anything we'd like to level up?

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# Team Activity

Is the meeting between the doctor and treatment coordinator happening and how often?

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Is there anything we'd like to level up?

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Is our meeting structure well-defined?

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Is there anything we'd like to level up?

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Is our meeting time sacred and effective?

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Is there anything we'd like to level up?

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