



# Team Activity

# Team Activity

## Series 7 Bettering Your Best

### Session 8 Better Insurance Philosophy (Part 1)

**Listen Online**  
[dst.media/focus80](http://dst.media/focus80)

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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 Reflect

Begin this activity by reflecting and reevaluating how you want insurance to exist in your thoughts, words, actions, and practice as a whole.

Individually, answer these questions:

**What's your personal mindset about insurance?**

Do you have any energy or emotions associated with it?

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**What's your team's mindset about insurance?**

Do you collectively have any energy or emotions associated with it?

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# Team Activity

You get to choose how insurance exists in your life!

Individually and collectively, decide how you can level up your attitude, and how you're going to allow insurance to exist within your personal and patient conversations.

## Remember

Where your focus goes, so does your patients'!

## Tip

The most important tool in your toolbox is the truth!

**My personal leveled up philosophy of insurance is:**

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**Our collective leveled up philosophy of insurance is:**

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# Team Activity

## Tips for brilliant patient conversations:

- Detach any judgment and emotional charge from how you view insurance.
- Insurance isn't "good or bad," it simply "is a resource."
- Avoid anticipating "tough, problematic, or negative" conversations about insurance, as that communicates to patients that there's "something to be feared."
- Watch your tone, and don't be negative or apologetic about insurance in conversation.
- If you feel tightness around insurance conversations, give yourself permission to release it.
- Don't use the insurance company's language or terms that are designed to trap you. (Ex: "in-network vs. out-of-network")
- Make your conversation about something "more" than insurance and/or money. Make it about relationship, the pathway to health, benefits, happiness, and your practice mission.
- Offer more than "yes or no" answers to patients about insurance, and treat every question as an invitation to educate and empower patients to make fully informed choices.
- Align yourself with the patient.
- Tell the truth!

## Personally, my leveled up language/script for the patient interactions I highlighted will be:

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# Team Activity

## Step 3 Co-create

Now it's time to put it all together and create a unified experience.

Everyone, share your leveled up language with the team. Then, weave together your individual contributions into one cohesive, collective commitment to reshape preconceived ideas and narratives about insurance that patients bring with them into your practice.

Consider your patient experience in totality.

Person by person or position by position, align your language and map out how—start to finish—your experience will mold patients' minds and reshape the insurance narrative.

### Note

From an early age, many patients have been trained to think that if they need dental care they're "bad," or, "did something wrong." In the same way you'd unravel such a ridiculous notion, teach patients that their longstanding programming of "staying in-network," or, "only doing what insurance covers," isn't actually in their best interest from a financial, health care or happiness perspective.

As a unified team dedicated to optimal health, this is our map—every point of our co-created patient experience—that teaches patients the benefits and joys of thinking bigger and better about the role dental insurance plays in their lives:

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