



Practice Focus

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Series 8 The Four Pillars

Session 3 Diagnosis (Part 2)

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Hello everyone and welcome back for this month's Practice Focus activity. We're continuing the series on: Diagnosis (Part 2). So if you haven't listened to last month where Scott does a deep dive on: Diagnosis (Part 1), very important to start there. And the real takeaway from that session for me was the importance of having a clinical philosophy and he stresses the importance that you define what that is. So if you've already done that, great, that's where we're going to pick up today. If you haven't, please start there.

So with that in mind, with diagnosis, we're going to use this month's session as a level up. So knowing what you set in place last month, consider the following discussion points to guide your meeting today as you look at ways you can keep bettering your best. And we want to emphasize here, bettering your best does not always mean, "more." It could mean replacing something, doing a better version of something that you're already doing. It could be looking at an opportunity to do more of what is working and really focusing on consistency. So that's how we're going to define, "better" for this month, and think of that as a framework for the discussion today.

Number one that we want to look at today when it comes to diagnosis is looking at that state of ideal, and we want to look at real facts. When you look back in the past weeks or perhaps all the way in the past month, looking at those VIP cases, the ones where they were really, there was a great opportunity there. It could have been a really great example where we crushed it, and we want to review it and make sure we can do more of that. It could be something where there was a missed opportunity when it came to diagnosis, or just more opportunity that we're excited about for next time.

So thinking about this with state of ideal, what would be the next level up when it comes to diagnostics? Now you can look at this for new patients, make sure the protocol is fully dialed in. You could also look at this with existing patients where we're trying to make them new again. So as you have this discussion about state of ideal, consider the following:

Photos. Are we really using photos all the way through? Do we have it up just for a short time or is it a core component in the clinical case building? Are we using it all the way through and not just leaving it in the clinical space but bringing it into treatment presentation? Are we engaging with questions when it comes to photos?

When it comes to talking to existing patients, are we re-presenting treatment in the first few minutes of the appointment or are we waiting until the last few minutes? It's important to give ourselves the entire time. Are we asking questions or are we just telling patients what's happening and educating? There's a difference between educating and the next level up of engaging the patient and getting curious. Finding out where they're at, finding out if they're open to considering this again.

Getting to the patient's victory or goal, they often don't remember that. It's our job to reactivate. Even for a new patient, they often forget from the first phone call if that's where you started the conversation on the victory or the goal. So are you bringing that up in the conversation? And if not, is there an opportunity to bring it up more, maybe hand it off in some of the triangles of trust.

And lastly: good news! Speaking in benefits, sharing that philosophy of investing today for a better future. Really getting something that's going to pay you back in the long run. This is

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how we want to frame saying yes to moving forward. So helping patients see this is good news, personally for me, that's a key part of diagnosis.

So when we talk about state of ideal, again, review those top cases. Even if it's only a couple of cases, but you get a great discussion out of it and you leave with a list of, "This is what we plan to do for every patient moving forward." It'll become a wonderful, very productive discussion.

Let's go to number two, flip it around. The second place we want to go with where you can better your best. Let's get really honest about our blocks and let's make a plan to conquer them this month. And it's okay to have blocks. Remember, all of us have blocks, and if you don't have them, you may not be growth-minded enough. It's actually a good sign if you're bumping up against blocks, it means you're trying something that's out of your comfort zone. So let's be honest that we have them and let's make a plan to conquer them.

So when we think about blocks, maybe you know right away what gets in your way. But some things to get your conversation started: perhaps we're feeling we're too busy. There's not enough time to do all the diagnostics and diagnosis state of ideal that you have planned. And this is a great thing to talk about and see is there opportunity to shorten something else? Is there an opportunity where maybe we don't need to spend so much time doing something and we need to prioritize more time doing something else? Open it up to conversation.

When it comes to verbiage, are you holding yourself back? Maybe you know the verbiage, but you just have a hard time saying it yourself. I hear the term a lot that people tell me is they don't feel so, "confident." So being really honest about that, and if that is the case, let's talk about it. Let's open it up and find out how other people are handling that, and of course you have us here for you, too.

And then number three is going to be things for accountability. Now, I find visual cues to be very helpful. So if you know what you want to do but you just keep forgetting, help yourself with visual reminders. I'm a big fan of the simple Post-It Note with a reminder on there of a verbiage that you're trying to work in.

Huddles. Morning huddle, evening huddle, team huddles, fantastic for accountability. Use this to reframe your state of ideal. Recommit to what it is that you're working on. Saying things out loud in front of your team has a very powerful accountability force on us. So think about how you can use your huddles for more accountability. These are all things that are really going to help you as you look at how you can have an even better handle on your blocks this month.

So as you go through your discussion, remember, this is beautiful work. We're giving every patient a chance to be a new patient again. People's circumstances change, and one of the most respectful things we can do is to give a patient all of the information every single time to make the right decision for themselves. So when we do our diagnostics to the full justice of what they deserve and what the patient deserves, it's truly a win-win for everyone.

So I hope you have a great meeting today and keep sending us your success stories as you continue to build and better your best. Thank you for continuing to come together and work on this, and we are always here for you if we can help in any way. Have a wonderful meeting.