

Scott J Manning, MBA

Champions of the World,

First, I want to thank you for the level of commitment you have shown to your patient experience (in more ways than one). In addition to the work you've done to enhance the in-office experience, you have made it a priority to humanize the patient experience and utilize the Patient Engagement Themes we have provide (or create your own).

Tyrella has mentioned that she has been asked about receiving the theme information in advance to allow you more time to prepare and customize the theme, making it your own. Our team has worked together to make your request a reality- a Quarterly Patient Engagement Theme that can span an entire quarter, help you to plan in advance and change out the theme less frequently allowing you to be more effective and consistent with your message and reach a wide spectrum of more patients who will be influenced and motivated by your engagement across three months instead of one.

Here's how it's going to happen:

Each month, you will still receive your Monthly Success Package Delivery in the mail, which will have my Practice Focus Transcript, Audio, Activity and the Practice Profit Accelerator Audio along with the Team Meeting Agenda.

Please continue your focused attention and dedicated effort to mastering each of these the Practice Focus Components that I provide to you. There is nothing that will elevate your performance and execution towards profitable value-based growth in your everyday than these – that I promise you.

You simply have to make it happen by giving the time and collaborating together to ensure you are leveraging your opportunities and maximizing your daily results and possibilities.

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Now, about the Patient Engagement Themes to drive referrals, create influence and conversation, spark your social media outreach and give your patients things to talk about – other than just dentistry.

Each quarter, you will receive a separate mailing with the complete Patient Engagement Theme materials. Inside this package right here you'll find the materials for this quarter's theme.

The goal is to make implementation of the theme as easy as possible for your team and to give you enough time to fully implement the theme before moving on to the next which creates more efficiency and ability to expand the scope of the theme to more people and thus enhance your ability to converse and trigger more participation from your patient base and referral sources.

I can't wait to see what you do with this and how you make it your own, putting your own unique spin on the theme and showcasing the personality of your practice and your team.

We hope that you enjoy this change and maximize the materials that we provide for you.

Our goal is always to give you more than you'll ever need, but we want to make all the materials as user friendly as possible so that you get the most benefit from what we offer.

To your continued success,
Scott and Team DST

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