



# Four Pillars

# Four Pillars

## Pillar Four Case Acceptance

Complete and return this worksheet to: [champions@dentalsuccesstoday.net](mailto:champions@dentalsuccesstoday.net)

### Step 1

Describe any verbiage you currently use to help build more value in the patient's mind for dentistry.

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### Step 2

Document and describe tools you currently use (or would like to more consistently).

Photos / X-Rays:

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# Four Pillars

Analogies:

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Patient Stories / Testimonials:

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Patient Validation:

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# Four Pillars

Consequences of Delayed / Rejected Treatment:

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Benefits of Treatment Acceptance:

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How You Handle Financial / Insurance Objections:

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# Four Pillars

How You Bring It All Back to Patient Health:

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Follow-Up System:

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### Step 3

Scott describes always telling the patient the full truth about their mouth.  
In what ways are you holding back?

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# Four Pillars

## Step 4

In what ways are you currently watering down treatment presentation? In what ways are you elevating value in dentistry during treatment presentation?

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What is holding you back from telling the patient the full truth about their mouth?

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## Step 5

Define your AVV (Average Visit Value):

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# Four Pillars

In what ways can we schedule differently to get more patients accepting more dentistry at a time?

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In what ways can we elevate the big picture of health in our patients' minds?

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When finished, return this worksheet to: **champions@dentalsuccesstoday.net**