

Practice Focus

Month 5



**Building the Big Picture, Creating Complete Health
and Delivering “Patient First” Dentistry**



At Your Next Team Meeting:

1

Scan the QR Code and Watch Scott’s Practice Focus Video

2

Complete the Team Activity

3

Submit Your Action Plan to DST

Practice Focus

Month 5



Building the Big Picture, Creating Complete Health and Delivering “Patient First” Dentistry

1. Brief Essay

- Who We Are, What We Do and Why It Matters

2. Emotional Connection

- Playbook of Affirmations and Questions
- Discovery Process

3. Clinical Philosophy

- What: Health, Function, Beauty
- Connecting Clinical Philosophy to the Big Picture

4. Pillars of Health

- How: Compare and Contrast

5. Pathway to Health

- Why: Quality of Life
- Plan and Passion

***Together, write a brief essay that highlights:
Who We Are. What We Do. Why It Matters.***

[illegible]

Action Plan

Emotional Connection

Playbook of Affirmations and Questions

Emotional connection begins by:

*Offering praise, affirmation and appreciation.
Asking questions, being a listener and expressing empathy.*

*Everyone, position by position:
What's in our playbook of patient affirmations?*

*Everyone, position by position,
What's in our playbook of patient questions?*

Action Plan

Emotional Connection

Discovery Process

*With every patient, think in threes:
Ask. Discovery. Next Steps.*

*During the discovery process, how are we creating resonance
and demonstrating our understanding with patients?*

*Think about:
Restating. Reassuring. Reaffirming.
Engaging patients with pictures, proof and pain.
Creating collaborative and interactive diagnosis.*

Action Plan

Clinical Philosophy

Connecting Clinical Philosophy to the Big Picture

A Big Picture mindset thinks in terms of:

*Value, not volume
Quality, not quantity.
Visions, not visits.
Possibilities, not procedures.
Outcomes, not dentistry.
Benefits, not money.*

*Our “What”
How can we link our Clinical Philosophy to the Big Picture?*

*Think about:
Health. Function. Beauty.*

Action Plan

Pillars of Health

Compare and Contrast

Everything is illuminated by what 100% health looks like.

Our “How”

How can we link our Pillars of Health to patients’ current state?

Think about:

*“Comparing and Contrasting” on the clinical side
and the business side.*

Action Plan

Pathway to Health

Plan and Passion

Every patient must have a longterm plan for their overall health, and we must have passion for the vision. When we're passionate, they're passionate, and passionate patients are healthy patients!

Our "Why"

How can we link the Pathway to Health to Quality of Life?

Think about:

Proactive care. Peace of mind. Dreaming of possibilities.
