THE BUSINESS OF DENTISTRY
COMMUNICATION AND CUSTOMER SERVICE SKILLS

“Always remember, the magic begins with you”
- Disney

TWO QUESTIONS TO ASK TO DETERMINE IF YOU’RE DOING THE RIGHT THING:

1. IS IT GOOD FOR THE PATIENT?
2. IS IT GOOD FOR THE PRACTICE?
In today’s world more than 61% of American population choosing healthcare provider after internet research.

Web presence / Social media is critical.

“Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don’t catch up, we’re in trouble.”

– Ian Schafer, Deep Focus

What does that mean? Good news!
THEY ALREADY CHOSE YOUR OFFICE.

FIRST IMPRESSIONS MATTER. EXPERTS SAY WE SIZE UP NEW PEOPLE IN SOMEWHERE BETWEEN 30 SECONDS AND TWO MINUTES.” ELLIOTT ABRAMS

AND-

“EXPERTS WAY THE PATIENT MAKES A DECISION TO ACCEPT TREATMENT WITHIN THE FIRST TEN MINUTES OF ARRIVING TO THE PRACTICE.”

YOUR RESPONSIBILITY IS TO VALIDATE THEY MADE THE RIGHT DECISION.

TYPICALLY THE FIRST INTERACTION: THE TELEPHONE

A FEW REMINDERS:

THE THIRD RING RULE.

NEVER INTERRUPT NEW PATIENT PHONE CALL BY PUTTING THEM ON HOLD.

TELEPHONE ATTITUDE. IT’S A VITAL PIECE OF MARKETING NOT AN INTRUSION. BE GLAD THE PATIENT CALLED. LET THEM HEAR IT IN YOUR VOICE.

UNHURRIED. THE PATIENT TOOK THE TIME TO CALL. GIVE THEM THE ATTENTION THEY DESERVE.

USE THEIR NAME IN CONVERSATION. (WRITE IT ON A POST-IT NOTE OR TELEPHONE CONTACT SYSTEM IN SOFTWARE TO HELP YOU REM
"People don’t want to communicate with an organization or a computer. They want to talk to a real, live, responsive, responsible person who will listen and help them get satisfaction."

CREATING THE RIGHT ATMOSPHERE
Knock their socks off service

"You may never have a product or price advantage. They can be easily duplicated, but a strong customer service culture can’t be copied."
- Jerry Fritz

Inspire the caller.

Welcome! “What inspired you to seek our care?”

“We want you to feel comfortable and confident in our care.”

“May I tell you a little more about our office?”

What do you know about philosophy of care? Drs. Educational background?

WHY ARE YOU THERE?
THE PATIENT IS LOOKING FOR SIGNS THEY MADE THE RIGHT DECISION TO BE IN YOUR CARE. EVERYONE IS RESPONSIBLE FOR VALIDATING THE PATIENT’S DECISION.

CHAIRSIDE COMMUNICATIONS

HOW DO WE COMMUNICATE?

VISUALLY


VERBALLY


IN WRITING


WHERE SHOULD I SIT?

WHERE DO I STAND?

WHAT DO I WEAR?
LOYALTY = PROFIT
Retaining 5% more “customers”
can boost profitability as much as 95%

- An increase in patient loyalty of 2% is equivalent to a 10% reduction in costs.
- An increase of 5% in patient loyalty can deliver 95% greater profitability over the lifetime of the patient.

WORDS

“YOU HAVE IT EASILY IN YOUR POWER TO INCREASE THE SUM TOTAL OF THIS WORLD’S HAPPINESS NOW. BY GIVING A FEW WORDS OF SINCERE APPRECIATION TO SOMEONE WHO IS LONELY OR DISCOURAGED. PERHAPS YOU WILL FORGET TOMORROW THE KIND WORDS YOU SAY TODAY, BUT THE RECIPIENT MAY CHERISH THEM OVER A LIFETIME.” DALE CARNEGIE

EVERY TEAM MEMBER IS RESPONSIBLE FOR REINFORCING A CLEAR AND CONSISTENT PRACTICE MESSAGE.

WORDS TO USE

__________________________________________________________________________
__________________________________________________________________________

WORDS TO AVOID

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__________________________________________________________________________

HOW WOULD YOU DESCRIBE YOUR QUALITY OF CARE?

__________________________________________________________________________
QUALITY SERVICE CUES

- Make a memorable first impression.
- Speak a service language; wear a service wardrobe.
- Hospitality first. Communicate the heart and soul of the organization.
- Listen to understand.
- Create the perception of quality.
- Match what the patient wants with what you can do.
- Endorse the doctor.
- Describe how your office systems enhance results.
- Establish a set of practice performance tips.
- Build a performance culture that differentiates the practice.

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