

# CASE ACCEPTANCE/PATIENT EXPERIENCE

# THE COUNTER-INTUITIVE APPROACH TO CASE ACCEPTANCE

In today's ultra-competitive environment, patients are constantly bombarded with marketing messages and low-price offers.



Without a unified team philosophy, strategy, and culture, patients will literally walk in the front door and right out the back door.

The ability to retain patients goes far beyond being friendly and polite. In order to create relationships that are strong enough to withstand all of the distractions of the new economy, each team member – from sterilization technician to the doctors – must have a crystal clear understanding of his/her role in creating an unforgettable patient experience.

In this high energy, reality-driven presentation, Dr. Mark Costes shares the "un-sexy" truth behind great acceptance rates. (Hint: It starts with the first phone call, having the entire staff on board, and the "lifetime patient" experience.) Learn the mechanics of solid treatment plan presentations and explore the role that rapport and trust play in case acceptance.

The cultivation of a healthy practice culture is pivotal in achieving high case acceptance rates, and can be one of the most important factors to the long-term success of a dental practice. The practice culture determines the level of productivity and contentment of team members, the quality of care/service that patients experience, and the growth or stagnation of the business. Learn the steps necessary to create a true "Culture of Excellence" in the practice and watch practice productivity and profitability soar!

## LEARNING OBJECTIVES:

Learn the eight definitive stages to master and deliver a patient experience that keeps patients with you for a lifetime

Tips for acknowledging, recognizing and appreciating patients

Improve skills for mastering verbal/nonverbal communications

Understand how the team can guide the patient experience to increase likelihood of case acceptance

Learn how the collective personality, values and attitudes of owner/employees create the practice culture

Define the steps for formulating a "Culture of Excellence" that provides a strong foundation upon which to build long-term practice success

## SUGGESTED ATTENDEES

Dentists | Team Members

## SUGGESTED FORMAT

Up to 3 hour | Lecture | Workshop | Keynote



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