

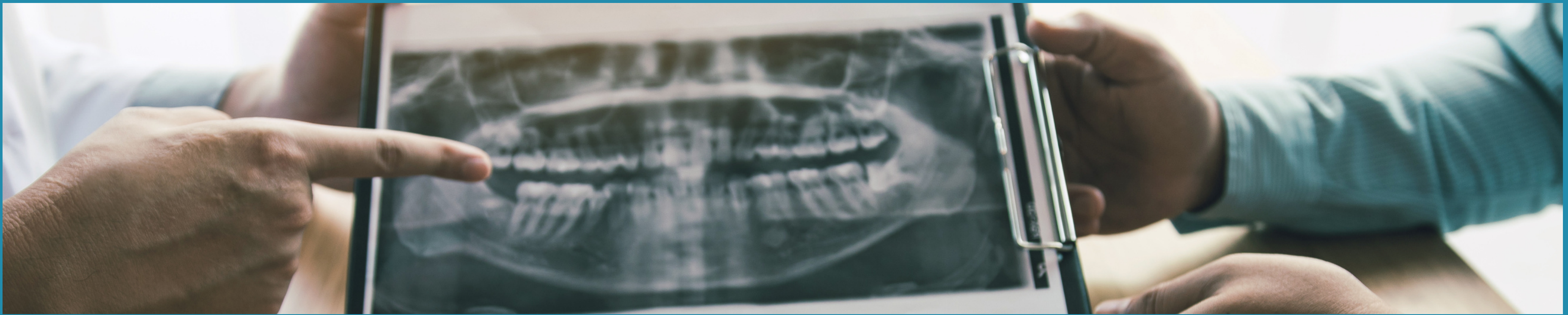
Your Guide to Improving Your Patient's Journey

How to Create a Positive Patient
Experience Before, During, and
After Treatment.



**DYNAMIC
DIFFERENCE**





The patient experience isn't just based solely on the interactions with your patient during in-office appointments and visits.

There are so many touch-points that define your patient's overall satisfaction spanning across their entire journey with your practice.

The key is knowing a patient's first impressions are usually made digitally long before their first phone call or scheduled consultation.





Pay Attention to the Details

1

Customer Service Is Key

Over 80% of patients say quality service is one of the most important factors they consider when choosing a dental provider.

2

A New Digital World

Patients have grown accustomed to digital and streamlined experiences. Review your digital tools to match their expectations.

3

Positive Reviews Matter

One bad review will scare away dozens of potential patients. Your reviews now require more awareness, monitoring, and attention.

4

Long-Term Strategies

To attract and keep patients you need to ensure your marketing, sales process, and patient experience is operating optimally



Creating a 5-Star Experience Starts With a 5-Star Team and Culture

We all want to deliver a 5-star patient experience but the truth is it takes the entire team to make this happen. You and your leaders are responsible for instilling a positive culture.

When hiring, it is important to pay attention to a potential employee's influence on your culture. During the interview process you should add in a few patient experience related questions and evaluate their answers.

Building culture doesn't happen over night. It takes a concerted training effort with a focus on team building activities to reinforce your patient centric care. Rewarding your team is a great way to motivate those who truly care about delivering a better patient experience!

**START
HERE**

Before You Even Meet a Patient

LOOK AT YOUR WEBSITE

There is a common misconception that the patient experience starts when they call your office or walks through your door. The truth is it most likely began with an ad, or more commonly your website. Their first impression is usually within your control, so make sure your website is high-quality, provides lots of great educational content, has AI Chat you can trust, and showcases your practice in the way you want it to be seen.

HAVE A SOCIAL MEDIA PRESENCE

Social media is how a practice humanizes itself and is an extremely strong step in your patient's journey. Pay attention to what is going on and don't scare away would-be patients by having "inactive" social media accounts. Always respond to reviews or questions and never engage negativity with negativity. Instead try to encourage patients to call you to "make things right" as others will appreciate it.

REVIEW YOUR REVIEWS

Often at the start of your patient's experience, they will most likely begin their research by looking at your reviews. Are you aware of what other websites are saying about you? The reality is what these sites say about you can make or break a patient's decision to contact you so do everything you can to monitor and maintain your reviews on Google, Yelp, ZocDoc, etc. to ensure your patients are reading about the real you.



Before The Appointment

■ NURTURE PATIENTS & AUTOMATE REMINDERS

Just because a patient books an appointment, it doesn't guarantee they will show up for it. The no-show rate nationwide is climbing with most practices seeing only 40% or lower of booked appointments showing up. Having a patient advocate that will be the point of contact for all new patients will help to engage them and start building trust and value. Do more than just remind them about their appointment. Take the time to send useful information and content to keep them engaged with your practice and point out why they wanted to come in. Remind and nurture - don't bug and nag.

■ DIGITIZE YOUR PAPERWORK & FORMS

Patient satisfaction suffers when the wait time for anything becomes longer than it needs to be. Since the pandemic shifted the way patients expect to interact with an office it is important to be able to efficiently take care of all the pre-appointment paperwork required to enhance the experience within your office. Then find ways to streamline the in-office forms.

DURING THE APPOINTMENT

Present a Clean and Sanitary Environment

The Covid-19 pandemic has made it more critical than ever to not only protect your patients, but make sure your office looks the part. Keep your office spaces, operatories, and equipment clean to show your patients you take pride in your practice and care about their well-being and experience. They will notice and appreciate it whenever they talk about their experience or review you online, as most people heavily weigh the appearance of your practice.

Constantly Nurture and Build Value

Patients appreciate a consistent level of care and nurturing from every person they interact with in your office. From the first person they talked to on the phone to your assistants in the back, make sure every interaction a patient has with someone from your team is encouraging and building value for your services. Authenticity is key so it's important to continually build your team and improve morale as patients can tell when something is "off".



Confused Patients Never Buy



Building Value Through Education

We recently did a focus group and the level of dental knowledge can be summed up as, "Dentures bad, implants good because it means I don't need dentures". It is your job to positively and thoroughly educate prospective patients through your website, digital content, and in-depth conversations in your office.

Showcase Your Work

One of the best ways to keep patients engaged and inspired to accept treatment is to take the time to show them what "could be". Your office should have models, similar case stories, and before/after pictures of all the treatment plans you are proposing to them as 3rd party subjective opinions are tough to overcome.

Unified Doctor Support

The main job of everyone in the practice is to make sure they form connections with each patient to build rapport and trust. All the conversations need to be patient centric while highlighting the doctor, technology, team, products, quality, and services you offer to provide life-changing transformations.

Presenting Treatment Plans



Review The Options

Present the treatment plans in a good, better, best format and explain the pros and cons of each procedure. Highlight the quality of the doctor's work and longevity of the restoration.



Financial Conversation

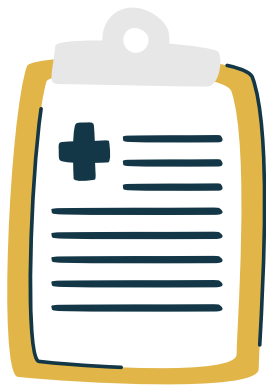
If they agree to treatment, go over your financial policy and if needed help them take advantage of all your financing partners. Collect insurance info and any deposits required.



Set Expectations

While reviewing the paperwork positively walk through the pre/post op instructions to ensure all their questions have been answered to have them leave confident in their decision

WHEN A PATIENT AGREES TO ACCEPT A MAJOR TREATMENT PLAN A LOT OF MOVING PARTS MUST COME TOGETHER TO MAKE SURE IT'S A SUCCESS



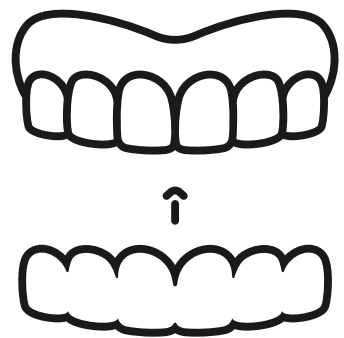
Medical History

Review the patient's medical history, medications, and send a physician's consult to their primary care doctor to ensure the patient is cleared for their procedure.



Physical Health

Make sure the patient has had a physical within the past year. If not, help your patient get one scheduled before the procedure especially if sedation is involved.



Laboratory Coordination

Call your lab to coordinate everything you need for the procedure, confirm the working/delivery times, and make sure everything will be seamless.



Positive Reminders

Treatment coordinator should be connecting with patients to set expectations and clarity, reminding them of their upcoming life-changing smile transformation.



After The Surgery

TAKE HOME COMFORT BASKET

Put together a comfort package appropriate for the procedure they are having. Include things like headphones for the surgery, lip balm for afterwards, ice packs, post-op instructions, coffee/soup mug, magnets, business cards, pens, or even a plush blanket. Brand everything you can and show everyone that you go above and beyond for your patient's care.

POST-OP FOLLOW UP CALLS

Make sure the treatment coordinator touches base shortly after patient leaves, and the doctor checks in with the patient that evening after sedation wears off. Have the treatment coordinator also follow up the next morning to make sure they are doing well and remind them of their post-op instruction to show that your office is compassionate.

POSITIVELY STAGE EACH STEP

If additional visits are required, continue the positive and engaging nurture as you stage the next steps. Make sure the patient knows what to expect every time they come in and what the purpose of each visit is. Once the final prosthesis is delivered and the patient is happy, send them home with another gift appropriate for their restoration to motivate them to share their amazing experience with friends and family.

Long-Term Engagement of Patients



Ask for 5-Star Reviews

Reviews are the lifeblood of a practice in today's digital world. Encourage patients who you know are happy to leave a review. Make it as simple as possible for them to leave a lasting 5-star review.



Newsletters

Send out monthly or quarterly newsletters to your existing patients keeping them apprised of what's new with you, your practice, or relevant news/education they should know about.



Specials and Referral Gifts

Send monthly specials with an expiration date and honor expired deals but make a big deal about "doing it just for them". Send referral promotions by offering gift cards or credit.

REMEMBER A HAPPY PATIENT MIGHT TELL A FRIEND, BUT AN UNHAPPY PATIENT WILL TELL THE WORLD!

CONCLUSIONS

First impressions are crucial and often this occurs outside of your practice's doors, so do everything you can to control it as you won't get a second chance.

Enhancing your marketing, website, and social media pages are a necessity because more times than not, that is the first step of a patient's journey.

Ensuring positive digital experiences is more important now than ever so look at your content, reviews, and electronic protocols to match expectations.

Delivering 5-star service takes the whole office and requires a constant investment into your team to ensure proper training and team building.

A patient must be thrilled from their initial contact to the final smile so look at every little step in their journey to provide a 5-star patient experience!



Hopefully This Guide Has Been Useful...

IF YOU ARE INTERESTED IN GETTING MORE INFORMATION OR ARE LOOKING FOR HELP WITH:



- ➡ Office Training & Team Building
- ➡ Following Up & Nurturing Leads
- ➡ Treatment Planning & Presentation
- ➡ Cost Objections & Patient Financing
- ➡ Finding Solutions & Vetted Services
- ➡ Internal & External Marketing

We Are Here to Support Your Practice!



Amy Whitby - Owner and Founder
Email: Amy@dynamicdifference.com