Introduction to the role of Treatment Coordinator
• CDA

• Administrative team member

• Hygienist
Why would you need the Treatment Coordinator Program?

• Because of the change in our economy – we need to understand we can’t do business the same way
• Create a patient focused practice: patients deserve that
• Treatment needs to be presented in a more personal way
• Plays a major role in gaining a patient’s trust
• To ignite the passions in our role: we have to want it
• We are in the business of changing people’s lives!
• To learn how to incorporate this role into the office
Treatment Coordinator Attributes

• Have a solid understanding of dental procedures

• Know how to read radiographs

• Comfortable with digital photography

• Ability to focus on results and meet deadlines
• Can communicate effectively and respond to difficult questions and is a good listener

• Understand how this position relates to the dental practice patient care and growth; likes to be involved in the decision making process

• Is seen by others as truthful, trusting, sincere & honest

• Knowledgeable regarding dental fees and insurance
A TREATMENT COORDINATOR PROVIDES MORE TIME FOR RELATIONSHIP BUILDING, EDUCATION AND PRESENTATIONS

THE DENTIST CAN FOCUS ON PRACTICING CLINICAL DENTISTRY
We are combining the human side of patient care and the technical side of comprehensive continuing care.

These are key elements that support case acceptance.
Benefits to the Patient

• Relationship development
• Patient concierge from first visit to completion of treatment & follow up
• Dentist point person to confirm treatment plans
• Dentist point person to confirm patient bookings
• Patients come to you with all their question in regards to treatment and office policies etc
• You will create an extremely “memorable experience” for your patient
• Patient retention
Benefits to the Practice

Leading Edge Practice

• Creates an extra special touch for your patients: the patient experience is magnified
• New Patient Concierge
• Case presentation and acceptance tracking
• Takes the treatment plan from conception to scheduling patient visits

• Sequenced appointments with finances in order
• Effective communication and education for all patients in active care
• Reactivation of patients who have pending treatment
• Assist with marketing concepts/computer savvy
• Increased prod
The team creates the success in the integration of a treatment coordinator

**Trust**: that she is taking the strides to build patient rapport

**Believe**: that this will benefit the entire team

**Support**: support the systems the team created into her job role and the practice

**Patience**: Things do not change overnight. Repetition will ensure that the systems and daily routines we are going to teach you will become a part of your practice
Patient Centered Practice

- Focus on the patient
- Focus on the patient experience

WE JUST HAVE TO CHANGE THE WAY WE DO BUSINESS.

Bob Hughes
Patient Centered Practice Includes

- Patient Education
- Patient Experience Communication
- Business Systems
- Policies / Protocols
- Environment
- Patient Makes Decision
Levin Group – Roger Levin DDS says

- Prior to the recession, the majority of dental practices could be relatively successful without either excellent business systems or strong leadership. This was largely due to supply and demand. Patients were abundant. Most of them kept their appointments and accepted recommended treatment, especially for need-based care.

- Now, there are fewer patients, more cancelled appointments and no-shows, and most disturbing, decreased case acceptance for all services. To navigate this changing dental landscape, dentists need to manage their practices based on core business principles.
Dentistry that is not accepted

An ADA report in 2014 averaged 35 -40% of all diagnosed dentistry is NOT accepted

• Patient recall is positive, but, no commitment to dentist recommendations

• You have efficient tracking and follow up at the front desk, but patient unscheduled treatment is high

NO TRUST HAS BEEN BUILT    NO NEED HAS BEEN ESTABLISHED
Communications: Internally

Without thorough consistent communication in the practice treatment gets lost, patient care is compromised and there is general confusion with the team.

Each member has the power to make or break the communication chain needed to take our patients on their journey to optimal long term treatment; with EACH chart entry / notes on any patient communication.

We need the patient’s story from the very first phone call to the very last visit they had in the practice.

You play a big role in determining the end of the patient’s story with the information you provide the team: It may take 2 years to get a patient commitment – you need to know past conversations/ clear charting.
Information gathering: THE PATIENT STORY

• In order to connect to our patients for their lifetime in the practice we need a ‘story’

• We need to know where to write the story in order for anyone to read the book and use the information

• The patient story is the information you need to confidently present patients their treatment recommendations
First Impressions are lasting impressions

• The office should set some parameters for New Patient Protocols
• These protocols can then be broken down and used everyday and in patient recall, follow up COE and consultations
• Scripting for answering the phone
• Block your schedule to assist in booking New Patients in within one week
• Professional business appearance when presenting fees
We are thankful for each new patient that chooses our office. Let the patient know that!
New Patient Comes in for their Appointment

Remember: it is all about their experience!

Stand up

• Warm greeting – introduce yourself

• “Hi Mrs. Smith, I am Paddy, I am the person you spoke to when you called….. Thank you for coming in – or – Welcome to our office
Team Appearance

The TEAM will help take the practice to the next level

• Clean and professional; uniforms or lab coats
• No work out pants or sweat pants
• Clean and professional shoes
• Clean short nails
• Professional hair and appearance

Think about your expectation when you are paying for fine dining versus dining at McDonald's restaurants
Purpose of the New Patient Interview

• Clarify what the patient wants, perceived needs, and feelings, concerns

• Assess their understanding of their overall and dental health

• Are they ready to accept responsibility – do they “own” their treatment plan?

• The start to creating the “patient experience”
Listen
Listen
Listen
• Talk about the practice and the dentist philosophy
• Observe the patient’s behaviour and feelings of the patient in a non judgmental way

  • Patients need to feel accepted, cared for and respected
  • When a person feels safe they will communicate more openly and honestly
  • Generally they will open up and tell us what they think and, feel – also their fears and concerns
When Listening - Be Present

• Do not evaluate the person’s words
• Try to see it from their point of view
• Do not interrupt the person
• Look for the intent and feeling of the message
• Indicate both verbally and nonverbally that you have heard the message
Important Question Suggestions

Start with Open Ended Questions

1. What would be important for us to know about you today?
2. What are your concerns about treatment?
3. Are you happy with your smile?
4. What is important to you regarding your dental health?
More Questions

• If you could change one thing about your smile, what would it be?

• “How do you want your smile to look in the next 3 - 5 years?”

• What are your long term oral health goals?

• What are your expectations of us regarding your dental health?
New Patient Welcome Package

Utilizing the TC: move away from TELLING the patient who you are and your policies on their phone call into the office; have a package ready when they arrive and review this with the patient.

Fill your branded folder your welcome package, brochure, treatment you offer
(implant, invisalign, teeth whitening etc.)
Treatment Coordinator and next appointment

• Given that you have been designated this New Patient Appointment time you now can continue the ‘diagnosis’ conversation in a more patient speak manner

• You are the key to patient follow through with recommended treatment

• You are the key to understanding the patient barriers with recommended treatment
Coordinator Scripting

“How do you feel about the information Dr. Jones has explained today?”

“I saw how excited you were to learn about the implant options available to you, can we talk more about that?”

‘Joan, with what you have learned today about all of the options we have for you, which direction for treatment do you feel is best for you?’

Tone of voice, expressive, warm and positive!
• Dismiss your patient to the front desk with the information you have learned

• This is a discussion; not a quick hand off

• Set a follow up date for you or front desk to follow up with unscheduled treatment
THANK YOU!

Train to become a Treatment Coordinator with these training programs:

• 1.5 day customized program in office for up to 3 people,
• 2 day workshop / lecture
• a full day team program customized for your entire team

Contact: benitadentaltrainer@gmail.com