Case presentation is the key to success

By Roger P. Levin, DDS

Today’s economy has certainly made the practice of dentistry more challenging. To grow, a practice must focus on the fundamentals and remain adept at the skills required in good times and bad.

One of those disciplines is case presentation. Successfully communicating and convincing more patients to accept the care they need can make a tremendous difference in the profitability of any practice in any economy. Levin Group has helped thousands of practices refine their case presentation skills. These strategies can grow a practice in the toughest economic environments.

Fast a Web site will climb the ladder to reach page one. There are only 20 spots on page one, and competition is becoming fierce for positive search results. InfoStar’s expertise in Web page design and exclusive entertaining content, along with its professional SEO participation, does achieve cost-effective positive results.

As an example, there are more than 10,000 dental Web sites in the greater Los Angeles area. It took InfoStar almost three months to get one of its clients listed on page one with a search of “Los Angeles Implant Dentist.” That client is now listed in position No. 2 from the top on page one. Please visit www.infostarproductions.com for more information.

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Educate every patient at every opportunity. No one feels comfortable blindly making a major decision. Accepting a course of care at a dental practice is no exception.

Routine hygiene visits and check-ups may or may not reveal the need to present a case. They always offer the opportunity to inform patients about the full range of services offered.

Emphasize the benefits to the patient. Patients do need to be informed of what actually happens in a given procedure, but a detailed explanation of the reasons why must accompany the description. Patients want to know what the end result will be, understanding the time, expense and even the discomfort they may experience. Focusing on the benefits will help to convince the most reluctant patients.

Use internal marketing. Brochures and fact sheets alone do not secure a patient’s decision. This information can help them make their choice at home or in the office.

They can reinforce what the patient learned in consultation and contribute the last little bit of certitude he or she needs to say yes.

Follow up. Follow up. Follow up. Just because a patient left the office without making a decision does not mean he/she has decided against the treatment. After thinking it over or discussing it with family, a phone call the next day may be the nudge needed to make the decision in favor of the case.

Ease the financial impact. The price tag of treatment can be a significant stumbling block for a patient. Offering options like a discount for payment in full, outside financing and other financial arrangements can soften the role expenses play in making the final decision to accept treatment.

Successful case presentation is the cornerstone of a thriving practice. Stop by the Levin Group booth during the Greater New York Dental Meeting to learn how these strategies can make the difference for your practice in the months and years ahead.

Dental Tribune readers are entitled to receive a 50 percent courtesy on a Levin Group Total Success Practice Potential Analysis™, an in-office analysis and report of your unique situation conducted by a Levin Group Senior Practice Analyst.

To schedule the next available appointment, call (888) 973-0000 and mention “Dental Tribune” or e-mail customerservice@levingroup.com with “Dental Tribune” in the subject line.

AMD LASERS: Bart Waclawik, New Chief Operating Officer

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