Increase Case Acceptance in a Difficult Economy

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Case presentation drives production and spurs practice growth. Without a strong case presentation system in place, your practice could face flat or lost production...something you can’t afford to risk in today’s economy.

The good news is that many dental practices increase case acceptance significantly, for both need-based and elective treatment, simply by implementing a strong case presentation system.

Value Creation

Value creation must be incorporated into every aspect of case presentation. From the very first phone call through the moment the patient says “yes” to treatment, you must build value for dental care and for the treatment.

It is no longer sufficient simply to schedule patients, perform a diagnosis, and tell them what treatment you recommend. Instead, you must build value for the treatment by addressing all potential questions and concerns, including:

• What is the treatment?
• What are the benefits?
• Why should the patient undergo this treatment?
• How long will the treatment last?
• Will it hurt?
• How much will it cost?

All of these concerns need to be incorporated into a case presentation based on a sense of trust for the doctor and the team. Do patients believe that you’re truly recommending treatment for their well-being? Trust is an essential ingredient of value creation and one of the best ways to achieve that trust is through building strong relationships with your patients. Ask them questions. Show interest in their hobbies and careers. Provide them with plenty of information. All of these communication tools lead to increased patient trust.

Flexible Financial Options

Once patients are ready to accept treatment, the final determining factor is often the cost. Offer the following four flexible financial options to ensure that patients of different financial situations can fit treatment into their budget:

• Pay up-front in case, receive five percent off
• Credit card
• Half at the start, half before the end of treatment
• Outside patient financing from a program

Here is an example of effective scripting to use when presenting payment options to your patients:

“Mrs. Smith, let me review out four convenient financial options, and then we can select the one that best meets your needs.”

Note that we focus on the patient by using the individual’s name, and then inform the patient that there are four options. The script uses the power word “convenient” to highlight the benefit of those payment options and ends with a statement that shows we’re thinking about the patient’s needs.

Financial options are a critical component of the case presentation process. Today, there are practices generating $100,000 to $200,000 in additional production because they offer flexible patient financing options that are comfortable for the patients.

I suggest you offer all four financial options to each patient and develop clear scripting that explains these opportunities.

Practices can dramatically increase production, even in today’s economy. In fact, practices can double in size in 18-24 months by incorporating a strong case presentation system. Are you ready to bolster production and start realizing your growth potential?

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