THE POWER OF AN IMPLANT CONSULT

INCREASE CASE ACCEPTANCE BY GETTING MORE PEOPLE TO SAY "YES" FASTER

www.AccelerateMyPractice.com
Are you educating your patients on oral health? Are they fully aware of their treatment and financial options within your practice? What most doctors do not realize is that financial reasons aren’t always the only reason patients postpone treatment.

Believe it or not the “I’ll have to think about it” is due to lack of education. In a situation where a patient says “I’ll have to think about it” or “I’ll let you know” what they are really saying is that they don’t understand what you’re offering or proposing. The best thing to do is ALWAYS, ask questions and make sure they’re fully aware of the options the practice has to offer.

Outside of the clinical topics that need to be addressed in an implant consult there are three things that should be addressed in every implant consult. By addressing the topics in this download you will be closing the loop hole on the most commonly asked questions in a consult and get a “yes” quicker.
When we first sit down with a patient, keep in mind the time. Just like you, they probably have 15 other things to do. For that reason when getting started with the conversation of the implant procedure make sure to talk about the time.

Every patient wants to know exactly how much time will be involved to complete the procedure and get back to how things were before the issue presented. When you are discussing treatment make sure you address how many appointments the patient will need, how long each healing phase will be and be very clear with the patient on the difference between surgical appointments and restorative appointments.

6.6% of Americans engage in health related self care each day
As a health care professional this is a huge concern for patients. Whether it be a cleaning or an implant, first time patients are always nervous about the pain. They want to know just how much “pain” they will be in.

In the time that has been set aside for the consult make sure to provide clarity around the word “pain”. First things first, stray away from using the word “pain” in your time with the patient. Language is very important in case presentation and building a trustworthy relationship with your patients. You’ll want to assure them that they will be comfortable and anything they need in the process you and your staff will gladly provide i.e. blanket, music, etc.

Address what your practice offers for anesthetic and/or sedation, be very open with your patients about this, whether you realize it or not this is one of the largest patient fears in dentistry. It’s more comforting for the patient when the doctor opens up a dialogue about their options instead of them having to ask questions, when they may not even know what to ask.

Towards the end of the conversation addressing the "pain" of the procedure make sure to address other fears they have as it pertains to the procedure itself. Believe it or not patients have more questions and more fears when than they lead on. Make sure to provide a comfortable, safe environment that allows them to speak to you about whatever concerns they have.

1. **USE CLEAR LANGUAGE**
   Language is very important in case presentation and building a trustworthy relationship with your patients.

2. **TREATMENT OPTIONS**
   Speak with your patients about all of their options when it comes to their concern for "pain" - What does your practice have to offer to patients for anesthetic and sedation?

3. **ADDRESS THEIR FEARS**
   Provide a comfortable, trustworthy, safe environment that allows patients to speak to you about whatever fears or concerns they may have prior to the procedure.
One of the first concerns a patient has when putting money towards something tangible or not, is exactly how much. They want to know how much insurance covers and how much out of pocket they'll be, they want to know what is cheaper sedation or local anesthetic.

Money is a priority for a lot of patients do to the fact that they’re simply uneducated. Educate patients and increase the value of oral health and this will radically change.

At the end of the consult a treatment coordinator should come in and have a treatment plan including financials ready to go without having to keep the patient waiting. There should be three options presented for payment and if the patient needs an option that includes third party financing you should be able to get them pre approved while in the office during this same appointment.

Over the last 2 years 40% of Dental Expenditures were out of pocket
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CONCLUSION

Break it down into 3 things, TIME, PAIN and MONEY. These 3 key points need to be talked about within that first appointment. Remember transparency is the key to improving case acceptance. Make sure your patient understands the timeline of the procedure, remind them they'll be in comfortable and pain isn't a concern, lastly, make sure they're aware of the options your practice offers financially.

Develop a relationship with your patients, make them feel comfortable and safe in your practice. This will lead to a lasting relationship, referrals, and a forever patient.

“We cannot expect different results while continuing with the same actions.”

- Darren Kaberna President and Founder of AMP
509 Scott Ave Suite 2-C
Woodland Park, CO 80863

P: 877.705.8817
E: info@AccelerateMyPractice.com