THE POWER OF THE MORNING HUDDLE

INCREASE THE ROI OF YOUR DENTAL PRACTICE WITH THIS ONE POWERFUL ACTION YOU CAN TAKE RIGHT NOW!

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LETS GET STARTED

There are two main reasons dental practices are becoming less productive and losing revenue: dental teams aren’t sharing information and subsequently, patients are saying ‘no’ to treatment. At the very least patients are delaying treatment.

MORE THAN 45%

Utilizing the time you have in the morning with your team has proven to be beneficial not just for production and scheduling, but for the overall patient experience.

LESS THAN 20%

WHAT’S HAPPENING?

Here we are in a communication age and still fewer than 20% of dental practices communicate effectively. Such a low level of communication in dental offices means that patients are saying ‘no’ to treatment over 62% of the time.

Utilizing the time you have in the morning with your team has proven to be beneficial not just for production and scheduling, but for the overall patient experience.

CONSISTENT ACTIONS = POWERFUL RESULTS
WHAT IS THE MORNING HUDDLE?

The Morning Huddle is typically a short 12 to 15 minute gathering attended by all staff members and Doctors before patients arrive.

WHAT IS THE GOAL?

The goal of the Morning Huddle is to share information about schedules, patients, cancellations, and any other daily office interactions. Ultimately leading to a more efficient office environment. This is a great way to bridge the communication gap that can exist between doctors and staff members.

Creating a more efficient team dynamic by encouraging communication will be the key to having a successful practice and presenting patients with a great first impression when they step into your office.
WHO IS INVOLVED?

The Morning Huddle consists of all team members including hygienists, dental assistants, office staff and doctors. A daily schedule should be available to each team member to discuss general office management, new patients and their chief complaints, any roadblocks, personal patient information, delivered lab cases and any potential for same day clinical conversions.

DOCTOR RESPONSIBILITIES:
Prior to each daily huddle a leader should be chosen to speak to specific patient areas. Rotating leaders on a weekly basis gives each team member practice leading and communicating in a group environment. Be sure to keep the flow of information moving and team members on track when presenting their information. You are responsible for getting the team EXCITED!

HYGIENIST & ASSISTANT RESPONSIBILITIES:
The priority for these two groups is to discuss the patients they will be seeing that day. Are all patients coming in for routine visits? Are there any special procedures that need to be performed? Also, discuss what has been going on in each patients lives that can provoke a friendly conversation with the patient and make them feel welcome and build trust.

FRONT OFFICE RESPONSIBILITIES:
As the face of the office, it is important to share potential same day conversions to fill any openings that have happened, addressing any scheduling challenges, outstanding balances and potential road blocks for the day.

The Morning Huddle should set the tone for the day and encourage a stronger bond between each staff member and a more cohesive experience for each patient. You can end with an inspirational quote or a joke to break on a positive note, but most importantly, make sure the goal - greater and more open communication - is met!
3 BENEFITS TO A MORNING HUDDLE

So far we’ve introduced the huddle and who is involved. Now we are going to outline the three key benefits and how they will help grow your practice, encourage communication and keep your patients smiling.

ALWAYS MAKE A GREAT IMPRESSION

GET PATIENTS TO SAY ‘YES’ TO TREATMENT

ONE TEAM, ONE MIND SET - GET ON THE SAME PAGE

“We’ve had amazing results, we have grown over $20,000 per month since starting with AMP! My advice to others is to not wait, just join & let AMP help you!!”
- Dr. Hal and Linda Lee

Let’s walk through a typical appointment...
MAKE A GREAT IMPRESSION

It’s important for the office staff to be friendly and courteous to patients, after all they are the face of your practice. However, making a great impression goes beyond the front desk and extends to hygienists and doctors.

HOW CAN THE MORNING HUDDLE IMPROVE MARY’S EXPERIENCE?

At a practice that has implemented a Morning Huddle, the front office, hygienist and doctor would all be briefed on Mary’s appointment, discuss recommended treatment, look for additional treatment recommendations (like teeth whitening), and discuss any events that maybe occurring in Mary’s life (like a wedding). Though it may sound odd, asking a patient about their life can be hugely beneficial to creating a personalized visit.

By sharing this information internally prior to Mary’s appointment, it can result in a great impression the moment she’s greeted at the door.

The fact that your team has taken the time to notice and remember the little things will make her feel like a rock star. Building trust through a personal bond will foster positive patient experiences from the start.

The same holds true as Mary passes the front office. Both the hygienist and doctor could offer their congratulations on her upcoming wedding, her recent birthday, or her new job and strike up a conversation based on shared experiences.

Interactions like these can help establish a level of trust with patients, making them more receptive to accepting future treatment recommendations.
GET PATIENTS TO SAY ‘YES’ TO TREATMENT

When you’re searching for a product or service, what is it that makes you buy? Do you choose the first company you find or do you buy from someone you trust? Taking a little extra time to understand your patients, like Mary, has a huge impact on breaking down the doctor/patient barrier and creating a friendlier, more relaxed relationship.

THE KEY TO INCREASING CASE ACCEPTANCE

When Mary arrives for her next appointment, ask about her life and what the future holds. Towards the end of her visit bring the conversation around to additional treatment recommendations; you may be surprised at how receptive she is to considering new treatments. It doesn’t take much time or energy to do this, only a bit of caring and curiosity.

The outcome is changing patient’s lives
ONE TEAM, ONE MINDSET

How you communicate with your staff ultimately affects communication skills demonstrated to your patients. If a team relationship is not being fostered, it will typically flow outward and affect your patients.

WORKING TOWARDS COMMON GOALS

This may seem obvious but when each team member works towards a common goal it leads to a more unified patient experience and increases the likelihood of improved revenue. When your staff understands the patients and what they desire in a dental office it’s easier to communicate ideas on how to improve and grow.

Communication is Key!

“Do you want to have more fun? Do you want to be more relaxed? All of these things happen when you work with AMP! My confidence has gone through the roof. I have the highest regard for AMP! I think the world of everything they have done for me.”

- Dr. Patrick McQuitty
HOW TO START A MORNING HUDDLE?

We’ve outlined what the Morning huddle is and its benefits - what’s stopping you from implementing one in your daily routine? Start next week off on the right foot by communicating with your entire staff. We’ve outlined a list of potential discussion topics below and recommend choosing five, with at least one from each category. Remember this meeting is meant to open communication channels and encourage team engagement.

DAILY SCHEDULES
- Upcoming appointments
- Doctor’s schedule
- Openings
- Daily Production Numbers (Previous Day, Current Day)
- Hygiene Chair opportunities
- Doctor Chair opportunities

PATIENT INFORMATION
- List of New Patients
- Emergency Patients
- Referrals
- Children
- Hygiene Patients
- Repeat No-Shows & Late Patients
- Patient Charts
- Personal Patient Details
- Unaccepted Treatments

FRONT OFFICE
- Upcoming Appointments
- Billing, Balances, Copays
- Insurance Adjustments
- Personal Patient Details
- Customer Service Improvements
- Referrals
LETS REVIEW THE MORNIGHT HUDDLE

CONCLUSION
Your dental team isn’t sharing information, and this lack of communication within the office is causing patients to say ‘no’ to or delay treatment more often than they should. The Morning Huddle will help alleviate these issues by opening lines of communication internally, which will disseminate outward towards your patients. The huddle is a time to share business as well as patient information in order to build trust and ensure a positive patient experience. Patients with greater trust in you and your practice will be more receptive to future treatment recommendations, thus increasing the potential for higher profits.

ABOUT AMP
Accelerate My Practice (AMP) provides in-office dental coaching to practices all across the country. We provide a continual stream of comprehensive and powerful videos and advice to help motivate and energize your dental practice. With guaranteed results, AMP has helped hundreds of dental practices with dental marketing, case acceptance, teambuilding, coaching and communication.

GET YOUR IN OFFICE COACH TODAY: INFO@ACCELERATEMYPRACTICE.COM

“We cannot expect different results while continuing with the same actions.”
- Darren Kaberna President and Founder of AMP