

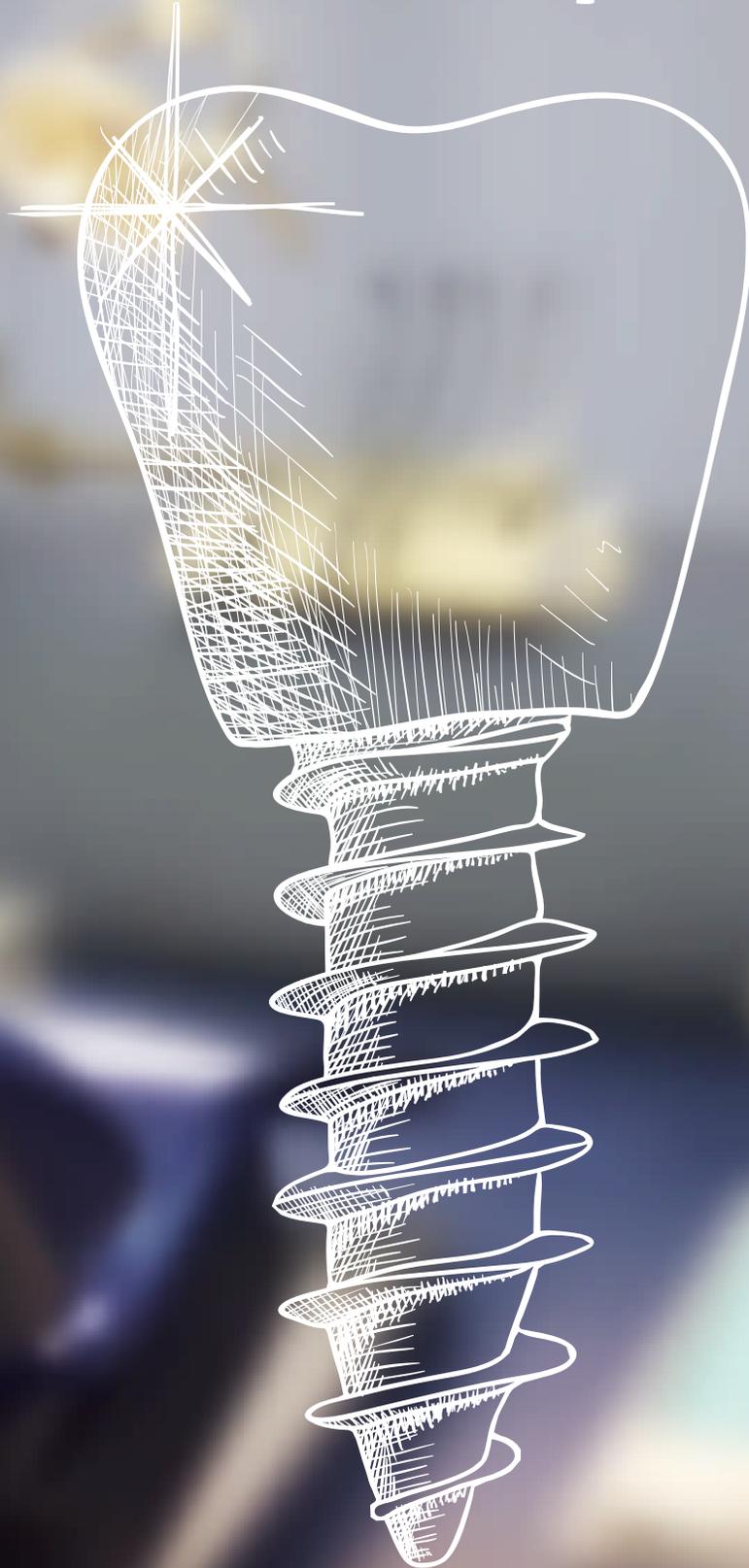


DENTAL IMPLANT CASE ACCEPTANCE GUIDE

What You Need to Know



Dental implants



The Art of Treatment Planning in 10 Steps

When turning a consultation into a productive treatment process, there are many important tactical approaches to choose from. However, not all treatment plan approaches are equally successful. Here are the simplest and most effective steps to take for dental implant case acceptance and the art of treatment planning.

Treatment planning involves a combination of art and science. However, when discussing possible treatment options with your new patients, you'll find that there is a touch more art involved. You will need to take a planned, tactical approach when discussing options with your new patients. Marketing, imaging, consultation, questioning, and discussion, are all key components of your treatment planning approach.

Just because treatment planning is an art does not mean that it is disorganized. It is best to take a systematic approach with new patient consultations. This is especially important if you will be seeing multiple patients each day. Every interaction counts, so making each interaction excellent is incredibly important.

New patient consultations begin with marketing and are furthered by a tactical approach to imaging, discussion, and treatment planning. The initial goal is to get potential patients in the office for a consultation. From there, the value of dental implants can be communicated

more effectively. After communication takes place, a treatment plan can be created. Now, let's discuss the 10 steps to take in dental implant case acceptance and initiation.

Here's an Overview of The Dental Implant Case Acceptance Guide Procedure

1. Send a productive marketing message
2. Get the patient in the office for in-person questions
3. Conduct imaging first
4. Gain a basic understanding of a patient's needs from the dental assistant
5. Get into a good mindset before the consultation starts
6. Begin consultations with a brief opening statement
7. Ask about marketing effectiveness and treatment goals
8. Empathize and pave the way for solutions
9. Conduct a brief oral exam
10. Create a treatment plan for the issue at hand

It All Starts with Marketing

For this particular approach, everything starts with marketing. The proper marketing approach will draw the types of patients that you are looking for to build a beneficial relationship. For dental implant cases, it is best to focus marketing in a way that primarily draws patients who are seriously interested in the dental implant procedure.

One great way to do this is to offer a no-obligation consultation. Free consultations with an x-ray included help to break down all the barriers and get dental implant prospects in the office. This allows you to begin working with new patients and forming a productive relationship from a personalizable standpoint. Including a free consultation message in your marketing is critical, as it creates an opportunity to communicate directly with patients.



Acceptance Tips

Save Questions for After the Consultation

Once patients hear about the free consultation, they are likely to call and ask questions. These questions may include the cost of a dental implant procedure, whether Insurance can cover a dental implant, and other similar inquiries. These inquiries are irrelevant at this time. Until a consultation has taken place, it is best to communicate the value of your dental implant services and put off questions until the patient is actually in the office.

Conduct Imaging Quickly at the Start of the Consultation

Once the patient is in the office, taking the free consultation x-ray as quickly as possible should be a top priority. Taking a panoramic image or conducting CT imaging will give you an overall picture of a patient's oral health. This imaging also gives you a general understanding of the shape and height of the bone in the area of question.

Have a Dental Assistant Gather a Basic Understanding of the Patient's Goals

Once imaging has been completed and the patient is waiting for their consultation, doctors should briefly communicate with dental assistants to understand what a patient is looking to achieve. Before the consultation begins, a dental assistant

should ask what goals the patient is looking to accomplish.

Generally, a patient will express their need or desire for an implant and be curious as to whether they are a good candidate for the procedure. Having as much clarity as possible from a new patient before the consultation begins can be very beneficial and is critical to case acceptance.

***Smile, relax, and take
a deep breath
before entering the room.***

Relax, Smile, and Get Ready to Give Each Patient Your All

Before walking into a room to conduct a consultation with a new patient, it is best to get into a good mindset. Shoot for a calm and productive state of mind. The goal is to make the experience a positive one.

How you start off a new patient consultation counts. Making every interaction an excellent one is very important. Relax and understand that the patient has taken the time to commit to a

consultation. The patient is in the office and serious about going forward with an implant procedure.

Regardless of what is happening in the operatory next door, it is best to give each patient your all. Having a positive and productive mindset for each patient as an individual is very important. Don't bring stress, other issues from separate cases, or problems from outside sources with you as you begin a consultation. Smile, relax, and take a deep breath before entering the room.

Start With an Opening Statement

When you walk into the room, it is important to begin with an opening statement.

You are going to say something like:

"I was just talking with Caitlin, my dental assistant, about a couple of items that you're interested in discussing today. She tells me that you're looking into getting an implant and I'm happy to help you with that."

This opening statement allows you to begin a positive, on-topic discussion.

Ask the Two Most Important Questions

Next, you are going to ask two very important questions.

The first question is:

- **"How did you hear about my office?"**

This is a marketing question that also gives you perspective on the patient. It is important to have prepared responses for whatever direction a patient's answers take. A patient may have seen your ad and now wants to learn more. Or, a patient may know someone who got an implant at your office, and now they want a similar procedure.

Response 1:

"I Saw Your Ad and Would Like to Learn About Getting an Implant."

For example, a patient may say that they saw your ad and wanted to get a consultation because they're interested in getting an implant. If you get a response like this, you can begin a dialogue about how implants work and give the patient some important educational information about the procedure.

Response 2:

"Someone I Know Got an Implant Here and I Want One As Well."

However, patients could respond in an entirely different way. For instance, a patient might say that they are in the office because someone they knew got dental implants from your office and now, they would like to do the same.

From a marketing perspective, you want to understand which ads are working or whether or not you should thank a patient for the referral. From a practical standpoint, you really want to discuss what the patient wants to have done and why. What are the patient's motivations? Are they just exploring their possibilities? Are they serious about moving forward with a procedure as soon as possible? Gathering this information is key to creating a successful doctor-patient relationship and potential future treatment plan.

This key question helps you:

- Uncover how effective your marketing is
- Determine if you need to thank someone for a referral
- Better understand your patient's intentions
- Answer questions, provide education, or open a dialogue
- Gauge the direction to take the consultation in

The second question is:

- **"How can I help you today?"**

This is the most important question to ask your patient. Your response to this question is to actively listen to what your patient has to say. Sit back and take in information so that you can decide what

the best possible course of action might be for an individual patient. You are also going to gauge the interaction style of your patient so that you can communicate with them effectively and set the scene for comfortable and productive interactions in the future.

As you listen and take in information, focus on the body language, vocal tone, and interaction style of your patient. For instance, a shy or reserved patient may not appreciate a nauseous or boisterous interaction style. In fact, a quiet or reserved patient may not even be interested in having a particularly friendly interaction. That's okay! Everyone is different.

Alternatively, you may have a friendly patient who is making jokes and working hard to engage with you. If this is the case, feel free to engage back and enjoy a friendly and active conversation. It is best to pay you and your interaction style to the individual patient you are dealing with. Communication style mirroring can help improve future interactions with all of your patients.

Try to listen and avoid making unnecessary interjections for about 3-5 minutes. Encourage the patient to share their needs by smiling, nodding, and giving signals that you are listening. Overall, this is the time to sit, listen, mirror interaction style, and try your best to understand your patient's perspective on the situation. **The goal is to use this insight to understand where your patient is coming from and what their perspective is without wasting time.**

Sometimes, patients begin to ramble or overshare information. If this is the case, politely find a place to redirect the conversation. Simply ask what you can help them with today specifically in terms of the dental treatment they are looking for specifically.

Empathize

This part is fairly easy. All you need to do is rephrase what your patient just told you in an empathetic way and start the dialogue for offering a solution.

For instance, your patient might say something like:

“Well doctor, I lost this, and now I need to replace it. I would really like an implant.”

So, all you need to say is something along the lines of:

“That makes complete sense, you lost your tooth, and you want to replace it. I know exactly how frustrating that must be and I have done replacements like this many times. Let’s take a look and see how to solve this issue for you.”

Conduct a Brief Oral Exam and Offer a Targeted Solution

You should follow your empathetic statement up with a solution right away. This solution is created by taking a look in the mouth and doing a very brief exam in the area where the patient is having an issue. If you noticed something else going on in the panoramic image, you may want to mention it at this time as well. However, do not press the issue and cause your patient to feel like they are being pandered to. The big issue is what they came in for. Future issues can be saved for another time. So, you could say something along the lines of:

“I know you are here for the implant, but you also have an issue with this area. After we deal with the implant, we could discuss addressing some of these other issues later down the road.

Today, however, let’s focus on the issue you’d like us to solve.”

Solve the Problem at Hand

The panoramic image and the brief oral exam give you the approximate length and bone width available. This lets you move forward with a treatment plan for an implant. Although a patient may have periodontal disease or other issues that need to be dealt with, helping a patient solve the issue they are there for is the task that should be prioritized.

Focusing on a Patient’s Primary Concern:

- Helps you establish trust
- Creates an opportunity to schedule more services later
- Increases the likelihood that a patient will proceed with treatment

In many cases, other dentists offer solutions for issues that a patient is not ready to treat yet. Laying out an entire treatment plan for every single dental issue a patient has is a big mistake. This can be overwhelming and stressful, causing a negative interaction. Most patients aim to spend between 800-1200 dollars on dental work at a time. Keep this in mind if the patient asks about pricing. Or, redirect the conversation if need be. The goal should be to focus on the issue upsetting your patient the most.

By treating the issue that your patient has come to you for, you’re likely to establish trust. This makes it more probable that your patient will return to you later to treat the other issues as well. This is the true art of treatment planning and consultation.





With the right mix of SEO & Targeted Marketing Strategies, Apex Dental Solutions has been generating quality dental implant/full arch casework for doctors across the country for 13 years.

Our success is due to the manual labor & focus we put into each campaign. With consistent results, we make marketing easy on the doctor and their team while building a relationship for years to come.

Dr. Robert Murav, Decatur Family Dentistry

"I have been practicing dentistry for over 30 years. During that time I have been searching for a company that can help attract high quality new patients, help my staff get these patient in our office, help me present treatment to our patient, help our patient get the dentistry they need and deserve, and track our results. That is what Apex Dental Solutions has done for our practice. They have helped me grow my practice so that we now need to add another dentist. The staff at Apex Dental Solutions works to provide our office with a custom advertising campaign. They continue to monitor our results, to make sure that we maintain a good return on our investment."

Dr. Terry Burpo, Crane Family Dentistry

"Thank you very much for sending the April Analysis report and the website review. Both have been very helpful and really make your service outstanding. This kind of tracking really gives us a clear picture of which marketing strategies are working. Thank you for the excellent job."

Ready to grow your implant practice?

(716) 833-0038



8600 Sheridan Drive
Williamsville, NY 14221
716-833-0038
admin@apexdentalsolutions.com