



Future Focus vs. Today's Problems

Patients often come in 'just wanting a cleaning'. They are fine right now, thank you very much. Instead of seeing this as a roadblock, it's really an opportunity to help them look long term, big picture.

By asking questions that get patients out of the 'here and now', you'll have better results and feedback, as they won't feel the current constraints of time and money.

- What would you like your teeth to be like 10 years down the road?
- What if we could help you stop the natural aging process? Would that be something you'd like our help with? (for patients who respond 'I'd like for them to be at least as good as they are now' when you ask about long term goals)
- What's most important to you when it comes to your teeth?
- How proactive would you like to be when it comes to your teeth?
- How important is it for you to maintain the current health of your teeth (many patients are happy with their teeth and want them 'just the way they are', not realizing there could be some problems brewing)
- If we happen to come across some things that might keep you from maintaining the current health of your teeth, how soon would you want to do something about it?
- If there are some things not evident in the photos that we come across during your exam that will keep you from maintaining long term health, how soon do you want to address them?

- How do you feel about getting your teeth into a state of health that would keep you from having to worry about dentistry in your retirement years? (age-appropriate)
- It sounds as if you're pretty busy... what if we could help you come up with a plan that will minimize the amount of time you have to spend in our office over the next 20 years?

Case Acceptance killers –

- Is anything bothering you?
- What are your concerns?
- You're due for x-rays
- Is there anything you want to change?
- When was your last cleaning?
- Are you happy with your smile?
- Are you having any pain/sensitivity?
- Have you had any bad dental experiences?
- Do you floss?
- Here's what you need...
- I recommend...
- Here are some options...