

New Patient Welcome Packet

- If time allows, send your packet in a nice folder via snail mail.
- Include a sheet of testimonials/google reviews
- Include a team picture identifying the team members
- Include a welcome letter signed by all team members
- Feel free to send a simplified version of your Health History/New Patient paperwork along with the letter or include a link for them to complete online.
- Evaluate your new patient paperwork and health history – simplify and evaluate your process so that you aren't asking for the same information multiple times. It's understood that we need to clarify and confirm that information is correct, but by getting everyone on the same page with your process, you can ensure that we aren't duplicating efforts and frustrating patients by asking for the same information over and over.
- Don't put the microscope on insurance – New patient paperwork seems to be riddled with information and explanation about how you aren't responsible for their insurance, blah, blah. But then most of us carry on as though we are working for the insurance companies. We even tell the patient we have an insurance 'expert' on the team that can handle their questions and concerns. Just STOP!
- Resist the urge to include any 'policy' driven information. Many new patient packets/letters include information about financial policies, cancelation/no show consequences, etc. This is because we've all been burned. See, we react to the small percentage of irresponsible patients and come up with new protocol or 'policy' to be sure it never happens again. We incorporate that policy into our new patient paperwork so that we're ahead of the game. In the process, we end up inflicting 100% of our patients with said policies, communicating to them that we don't trust them. Before we even establish a relationship, we are telling patients there are requirements to be a part of our practice.

What if instead we assumed that ALL patients will be financially responsible and honor our time? Stop creating hoops for new patients to jump through to become part of your practice. If we have the right systems in place, we can avoid ticking people off, and we won't get burned.

Dr. Wonderful
2435 Fantastic Pkwy
The Best City, USA
214-999-8888

Dear Jackie,

Thank you for making a reservation with our practice! We can't wait to get to know you. We are confident that from the moment you walk in our door you will notice something is different. In fact, everything about the way we treat our patients **is** different. To start with, it's all about **YOU**. You are the one in control of what happens. After you share with us where you want to go with your dental care, then we stand by you in making your goals a reality.

WE PROMISE . . .

- To listen to you
- To greet you with a smile every time we see you
- To value your schedule by seeing you on time for your reservations
- To give you the one-on-one time you deserve
- To treat you as if you were our own family
- To provide resources allowing you to be a part of your diagnosing and planning
- To base any proposed treatment on your goals and desires for your mouth
- To avoid judging you, regardless of how long it's been since you've seen a dentist
- To NOT lecture you about flossing
- To inform you of any financial obligation before starting any treatment
- To provide you with viable financial options
- To maximize your time and resources by offering long-term, ideal solutions
- To stay on top of the latest & greatest through continuing education
- To exceed the standards for instrument sterilization
- To provide you with blankets, pillows, etc., for your comfort
- To honor special requests within our capabilities to ensure your comfort
- To provide headphones, television, videos, etc to make your visits more enjoyable
- To partner with the most exceptional specialists
- To not simply meet your expectations but to exceed them
- To do the same with any friends/family members you refer to us
- To show appreciation to you when you refer your friends and family to us
- To accept responsibility if your experience in our practice is not exceptional.

All that we ask in return is that you honor our time so that we can respect everyone's schedule (*any changes in your appointments affect many people*), keep your financial commitments, refer 2 friends or family members to us, and notify us immediately if your experience has been less than exceptional.

We invite you to join our tribe on social media for up to date news, fun events and special offers.

We are honored that you chose to spend your time with us and look forward to meeting you!

For Your Health,

Dr. Wonderful

"I am so very impressed with this dentist, Dr. Wonderful and his team, for their concern in each patient. It is good to see a good honest dentist." — Jacque Lawson