

The Answer Is Never No

Patients often ask for things that don't necessarily fit our vision and purpose when it comes to how we can best serve them. Maybe they want to come in during a time when we can't give them one on one attention, maybe they want to make payment arrangements that would be more appropriate outsourcing, or maybe they want to use insurance in which you aren't on the 'list'.

So how do we handle these situations?

1. Avoid responses that contain negative words or phrases

- 'No, we can't do that...' or
- 'I'm sorry, but we're not in-network' or
- 'We don't take payments... You need to apply for outside funding'

2. Be enthusiastic –

Patients are trying to figure out how to get the dentistry they want in YOUR office!

3. Offer alternatives –

Instead of focusing on what you CAN'T do, tell patients what you CAN do for them.

Check out these examples!

Do you take my insurance?

We work with a lot of different insurance companies - even though some of those plans have a restricted list, we have several patients from those plans. We'll do everything we can to maximize the benefits payable to you.

We have a lot of patients with various plans, and we are always able to provide the documentation necessary for you to get the maximum reimbursement. In fact, we have been able to arrange for the insurance payment to go directly to you!

I'm a teacher. Can I come in at 4pm?

It sounds like you want to minimize your time away from work. We have special times arranged just for our new patients, so that we can give you 100% undivided attention and make the best use of your time. We have 10:30 reserved - how about Wednesday or Monday? We typically have kiddos after school, and I'm sure it would be nice for you to have a calm, quiet environment when you come in since you teach all day!

I'd like to make my appointment for Friday since I'm off on those days.

Dr. Brady said you were really busy with work and wanted to be sure we took that in to account. He will be able to take care of what you are wanting to accomplish in two, well-planned visits instead of spreading it out, causing you to miss a lot of work. He is able to do this type of dentistry Tuesday-Thursday. I know it's not Friday, but we promise to be mindful of your time. Which will work best?

Can I just make payments to you for my dentistry?

Absolutely! We have a fantastic plan set up just for our patients that want to spread out the investment. We've discovered that Dr. Brady is a much better dentist than he is a banker, so we have an expert that handles it for us. Let's give them a call and get the ball rolling for you!