

Whose Idea Is It?

Roleplay Exercise

Below you'll find actual word-for-word statements made by doctors and team members. Video footage was sent for me to review and give feedback. These practices all claim to be '**patient-centered**'. In many cases, they even tell the patients 'It's about you in our office – you get to decide'. Yet the words and actions are incongruent.

Take each statement and transform it to a patient-centered statement
(answers are provided on pages 2-4)

- Focus on the benefits to the patient
- Incorporate the patients' motivation/goals
- Be sure your 'new' statement is about what the patient wants, not what you want!

'Our doctor would like for you to come back for a planning appointment so she can share her findings'

'You are due for a full mouth set of x-rays'

'I think you should get this done sooner than later'

'If I were you, I would do the treatment.'

'What we normally do it take photos on all new patients'

'Our policy is for all patients to pre-pay something toward their treatment'

'We only do surgery in the morning'

'We need to figure out what kind of cleaning you need before we can schedule you with the hygienist'

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'We don't quote fees over the phone because we need to see you to tell you what you'll need''

'I think you should get this done now so that you don't need a root canal.'

'We're going to get you back when Dr. has more time to talk about your treatment plan'

'If I were you, I'd do the implant instead of a bridge'

Patient-Centered Edits

Not intended to be memorized - focus on the concept and drape it over YOUR personality to ensure sincerity.

'Our doctor would like for you to come back for a planning appointment so she can share her findings'

'Based on what you've told me is important to you, what if we could set up a time for you and Dr. to meet in the next couple of days, one-on-one, with no interruptions to come up with a great plan that will help you accomplish your goals? We'll be able to save you both time and money in the long run, instead of just shooting from the hip today. Besides, your input is extremely important to Dr – she would love for you to take these photos home and make notes. Be sure to bring them back with you'

'You are due for a full mouth set of x-rays'

'You mentioned wanting to know whether or not you have cavities - x-rays are an excellent way for us to catch things before they become issues for you, saving you time and money'

'I think you should get this done sooner than later'

'How soon would you like to have this behind you?'

'You mentioned wanting to avoid emergencies... based on what you shared, it would be a great idea to go ahead and schedule. In fact, Dr. has time allowed specifically for what you want to accomplish first thing in the morning. Would you like Monday, or Wednesday?'

'If I were you, I would do the treatment.'

'Based on what you've shared with us, it sounds like you want to be proactive. We've come up with a solution that will help you accomplish what's important to you. How soon would you like to have your treatment completed?'

'What we normally do is take photos on all new patients'

'What would you like to accomplish today?'

'Your general dentist mentioned to us that you had some teeth you'd like to replace – tell me more...'

'Fantastic! You're in the right place. It would be helpful to take some photographs of your teeth today to best help you get what you want. Is

that okay with you?'

'Our policy is for all patients to pre-pay something toward their treatment'

'We are thrilled to be able to help you achieve your goals and can't wait to see you next week! We will go ahead and take care of your investment today to secure your one-on-one reservation with Dr. Brady. The best part is that you won't even have to stop by here to see me next week!'

'We only do surgery in the morning'

'It sounds as if you're really busy at work! The great news is that we've reserved time especially for surgery first thing in the morning when Dr. is at her freshest. We will also be able to make great use of your time since you'll be her only patient. Would you prefer Monday or Thursday at 8 am?'

'We need to figure out what kind of cleaning you need before we can schedule you with the hygienist'

'Why is it important for you to get your teeth cleaned?'

'Other than a cleaning, what would you like to accomplish?'

'What's most important to you when it comes to your teeth?'

'What if a routine cleaning doesn't necessarily contribute to your objectives? How do you want to proceed?'

'Dr. needs to x-rays to properly diagnose what is going on'

'How thorough would you like for us to be when looking at your teeth?'

'Tell me how you'd like us to help you...'

'Based on what you want to accomplish, x-rays will be the next step'

'We don't quote fees over the phone because we need to see you to tell you what you'll need'

(after you get their name)' Tell me more about what's going on?'

'It sounds as if you're looking for a new dentist... tell me more!'

'I know our Dr. would love to meet you and take a quick look at your tooth personally so that we can give you accurate information! Would you be willing to come by for a few minutes today or tomorrow at 2 pm?'

'I think you should get this done now so that you don't need a root canal.'

'How important is it for you to save your tooth?'

'How proactive would you like to be with this tooth?'

'How important is it for you to take care of the issue before further treatment is necessary?'

'We're going to get you back when Dr. has more time to talk about your treatment plan'

'We want to be sure and make good use of your time. How would you feel about setting up a time for you and Dr. to sit down one on one to come up with a plan to meet your objectives'

'If I were you, I'd do the implant instead of a bridge'

'How long do you want your chosen treatment to last?'

'What if we could replace that tooth without affecting the neighboring teeth?'