

# CASE ACCEPTANCE

## Is Your Case Acceptance Underachieving?

### Build the Relationship

The patient should trust you and know you want what is best for their dental health. Most people are skeptical of things they don't understand, but you can build trust and respect with the way you explain your assessment of their oral health. Also, share your practice vision, making sure you and your patient have the same expectations for how you will approach their treatment. A healthy, communicative relationship goes a long way toward the patient saying "yes" to major dentistry.

### Use Photography

"It is more important than my hand piece," says Dr. Brian Smith, Palmetto Dental Arts. "Having a visual of that cracked tooth will go a lot further than simply stating it to the patient." Human nature is such that seeing is believing. What better way is there to see the problem the patient has other than to give them a clear photo? "Word to the wise, never charge for photos. They are a tool in the dental story," says Dr. Smith.

- Your acceptance rate should be between 70%-80%
- 7 out of 10 patients you offer Tx should say "YES"!
- If you don't track case acceptance, start today. It is an important indicator of the growth of your practice

### Tips to Achieving Case Acceptance Success

**Have a written treatment plan:** It must be simple and easy to read with all treatment options explained. When patients leave, they have something tangible to use in their decision-making. Put the Tx. plan in their file: Your team should make notes in the patient file, so it's easy to address their questions and concerns later.

**Give patients several payment options:** Offering only cash or credit card may discourage patients from accepting dentistry. Large payments require options; having a pay over time option available can help increase acceptance.

**Focus on the Result:** Don't get bogged down in explaining the cost and technicalities of treatment. Instead, focus on the beautiful, healthy smile that will wow them when the work is completed.

**Let the patient choose:** Ask the patients "which options work best for you?" This way, the patient has autonomy and will not feel pressured into making the decision.

**Follow up:** Follow up with the patient the next day to address any concerns or questions. Ask specifically, "when would you like to get started?"

**"This Costs Too Much" = I'm not ready:** Patients often use cost as an excuse, when they're really trying to tell you they just aren't ready. Dr. Brian Smith, Palmetto Dental Arts, says, "Sometimes the relationship can take years to nurture until the patient is ready for a major restorative dental procedure."

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