

The ability to proficiently present treatment and fees is critical to the success of your practice. The more your patients understand their dental needs and the fees associated with treatment, the more likely they are to accept your recommendations. You want the patient to understand exactly what they need, why they need it, and the importance of getting it done now.

Most people dislike surprises when it comes to dental care and costs. Real understanding on the part of the patient leads to case acceptance. Use stories and analogies focused on real life benefits for the patient. For example, eating corn on the cob or steak or even just being able to smile.

It is vital that the team member (presenter) presenting treatment and fees is confident and comfortable with this role. 70% of case acceptance breaks down because of the way the fees were handled. The presenter must understand dentistry and absolutely believe in the value and the quality of dentistry delivered in the practice.

Teach all team members the procedures that are being performed in the office. Together as a team, create and practice consistent treatment verbiage. Utilize the same verbiage the doctor uses to avoid

any confusion and keep everyone in the practice on the same page.

It is critical that the presenter discuss the treatment and fees with enthusiasm. Listen to the patient's financial concerns, enthusiastically promote the payment options, and clearly communicate the financial protocol. Our patients' perception is based on only 7% of our words, 38% our tone of voice, and 55% our body language.

Consistent fees and payment protocols are vital to build the presenter's confidence and proficiency. A dental practice is not a bank or charity and deserves to be paid for services rendered. Never be uncomfortable about charging appropriate fees, or pre-judge a patient's ability to pay.

It is a lesson I learned well over 30 years ago. I can clearly remember misjudging a patient's ability to pay only to find out later they were extremely wealthy. The patient arrived for their appointment disheveled and dressed in a dated threadbare running suit. I later learned the patient had just come from working on a home project.

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delivering W.O.W. treatment presentations

| BY JUDY KAY MAUSOLF

...DELIVERING W.O.W. CONTINUED

The phrase “don’t judge a book by its cover” is a great metaphorical reminder that means one shouldn’t prejudge the worth or value of something by its outward appearance alone.

The following approach will enable the presenter to deliver W.O.W. Presentations.

MINDSET

The goal of the practice is to make it as comfortable as possible for the patient to access the very best dentistry available. Adopt a mindset of being an advocate to help the patient get the treatment they need and desire. Present treatment with care and concern, not assumptions, judgment, or criticism.

INFORMED CONSENT

A successful treatment presentation results in informed consent, not just scheduling treatment. Verify the following information with every patient.

- Sequence
- Time
- Compliance
- Investment

HANDLING OBJECTIONS

It is essential for the presenter to actively listen to the patient’s concerns and comments. Their responses focused on What’s In It For The Patient (WIIFTP). Use patient-focused benefits verbiage. Speak in “layman’s” terms so the patient clearly understands what is being said.

I teach W.O.W. Presentations. W.O.W. is an acronym for “weed out the weeds.” A weed is anything that might make your patient feel uncomfortable, unwelcome, or unsafe, and possibly destroy the relationship.

I have found the Feel, Felt, Found Method to show empathy works extremely well.

“I can understand why you might feel this way.”

It tells the patient you heard them and empathize with them.

“Other patients initially felt that as well.”

It tells the patient they are not alone and things can change.

“What they have found is...”

It tells the patient what another person found when they followed through: they got the results they wanted.

W.O.W. PROCESS - WORK, OPTIONS, WHEN

It is important that there is consistency of treatment presentations amongst team members as well as clear documentation of all patient conversations. Utilize the W.O.W. Process to deliver consistent and effective treatment presentations. This is a second acronym for W.O.W. which is “work, options, and when.” The W.O.W. Process is a simple three-step process.

- Work - Review treatment and fees with patient.
- Options - Offer options, finalize and sign payment arrangements.
- When - Offer two available appointments and schedule appointment.

MEET JUDY KAY MAUSOLF AT
THE 2021 AADOM CONFERENCE!



ASCA SPEAKER

MEET THE AUTHOR

Judy Kay Mausolf is a speaker, author and dental culture specialist. She coaches dentists and their teams on how to become better leaders, communicate effectively, work together, and deliver service with more focus and passion.

She is Past President of National Speakers Association (Minnesota Chapter), Director of Sponsoring Partners for the Speaking Consulting Network, a member of the National Speakers Association, Academy of Dental Management Consultants, and recognized as a leader in consulting by Dentistry Today. She is author of three books: “Delivering W.O.W. Service!”, “TA-DAH!” and “Rise & Shine!”, as well as a contributing author for many dental magazines. She also publishes a monthly newsletter entitled “Show Your Shine”.

Judy Kay lives in MN with her awesome husband Steve, who makes her special coffee every morning!

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JUDY KAY MAUSOLF IS A DENTAL CULTURE SPECIALIST!

She coaches dentists and their teams how to become better leaders, communicate effectively, have a better attitude, work together better and deliver service with more focus and passion which result in cultivating a happier, healthier and higher performing culture.



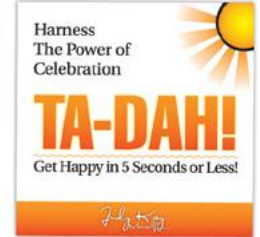
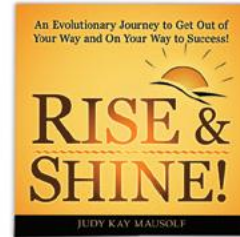
RE-ALIGN! RE-ENGAGE! RE-IGNITE!



ADG APPROVED COURSE
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CHECK OUT JUDY KAY'S BOOKS!



BOOK A R.I.S.E. AND SHINE CULTURE CAMP!

- Establish a set of standards as a code of conduct
- Align focus on serving patients and practice
- Define clear and effective leadership strategies
- Raise the level of trust, respect and accountability
- Communicate and work together effectively
- Boost morale, appreciation and celebration
- Resolve conflict, stop gossip and transform negative attitudes
- Observe efficiency and effectiveness of team practices
- Remove obstacles and explore growth opportunities
- Cultivate a culture where people look forward to come to work
- Create written detailed standards, consequences & commitments



BOOK A GIFT SEMINAR!

- Put on by specialists to thank their referring doctors
- Harness the power of passion, joy and celebration
- Raise job satisfaction, patient service and the bottom line of your referring doctors and their teams
- Half or full day sessions available
- Topic of the specialists choice



"JUDY KAY GAVE US THE TOOLS, SKILL SETS AND THE SOLUTIONS WE NEEDED TO BE ABLE TO IMPROVE OUR ATTITUDE, COMMUNICATION, TEAMWORK, SERVICE AND PERFORMANCE." - FORT WORTH OMS

"JUDY KAY'S CULTURE CAMP HELPED TO CREATE OPEN COMMUNICATION AND ACCOUNTABILITY FOR OUR TEAM!" - QUAD CITY ORTHODONTICS

"JUDY KAY HELPED US TO IDENTIFY THE OBSTACLES THAT WERE HOLDING US BACK AND CREATE SOLUTIONS CUSTOMIZED TO OUR SPECIFIC TEAM AND PRACTICE CULTURE." - DR RICK GUTHRIE

SAMPLE VERBIAGE FOR W.O.W. PROCESS

Work - Review treatment.

- Hi Mrs. Johnson, I am Judy Kay, Dr. Wonderful's treatment coordinator. I am here to answer any treatment questions, discuss payment options and help you schedule your appointment.
- Dr. Wonderful recommended the following treatment...
- Do you have any questions regarding the treatment?

Options - Offer payment options.

- Your total investment is _____. (If it is a large investment it may be advantageous to break down to cost per day. Dollar amount divided by estimated number of years/days equals potential cost per day.)
- We offer the following payment options. (I highly recommend utilizing the payment options form available on the Care Credit website. It will allow the presenter to communicate confident and consistent payment options.)

- Which payment option works best for you? (Let the patient choose which payment options works best for them.)
- I will have you sign this payment agreement and give you a copy. (Scan copy into patient chart.)

When - Schedule the appointment.

- Our first two available appointments are _____. Which would you prefer? (Share what you have, not what you don't have; and avoid asking questions that may end up with you having to say no.)
- We have you scheduled on ____ at _____. (Reconfirm day and time.)

Delivering a W.O.W. Presentation is a win for the patient and the practice, resulting in a healthy smile for the patient and better bottom line for the practice.

I am thrilled to invite you to join me at AADOM's Annual Conference in beautiful Orlando, Florida, September 9-11, 2021, to learn more about Delivering W.O.W. Presentations and Service! ■

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