



DELIVERING



First Impressions!

| BY JUDY KAY MAUSOLF

The first impression happens in the first 15 seconds. Before that, everything is neutral. But after the first 15 seconds have passed, we then decide whether neutral becomes positive or negative. Once we do, we look for things to reinforce our belief. There is no longer a neutral.

"You only have 15 seconds to make a first impression! What will you do to make it positive?" - Judy Kay Mausolf

We can simplify how to deliver W.O.W. First Impressions, by breaking it down into the five senses. What do our patients see, hear, touch, smell, and taste? I'm going to add a sixth one: is it convenient? We have become a society focused on convenience, and it matters—A LOT. Consider the locations of Walgreens. There's one on every corner because we only want to run down the street and turn right. We have the attention span of a gnat. If it doesn't happen immediately, we lose focus and move on.

Always utilize the six senses to analyze each patient experience. I have divided patients experiences into five categories.

- Initial Phone Call Experience
- Check-In Experience
- Clinical Office Experience
- Consultation Room Experience
- Check-Out Experience

Here is great team-building homework for the

entire office. Have a staff meeting and discuss each experience. What do your patients see, hear, touch and smell, and is everything as convenient as it can be? (All six senses may not always apply to each experience.)

Let's use the initial phone call experience as an example. They aren't going to see anything, which will heighten their sense of hearing. What sounds do your patients hear when they call your office? Are they bothered by a noisy background similar to a call center? Do they hear a smile in the voice of the person answering the phone? There's a huge difference when we smile and when we don't. When we do, our voice sounds much warmer over the telephone.

"One smile leads to another!" ~ Judy Kay Mausolf

How about the check-in experience? Doctors, if you own the building, step outside. Look at your structure and signage. Do you see any potential weeds? Weeds are anything that could make our patients feel uncomfortable or unwelcome, and possibly destroy a relationship. You might even see some real weeds that need pulling.

When you walk into the reception area, what do you see? Who's sitting behind the desk? Have your regular business team members seated in their normal seats.

DELIVERING CONTINUED | PAGE 19

...DELIVERING CONTINUED

Are they normally smiling and happy to be there? Do you have the right people in the right seats? Sometimes we hire people because they're skilled, but their character or personality traits don't fit the position. Never hire skillsets over character traits.

What do you hear? Do you hear private conversations or the whirring of a drill? Are the chairs comfortable when it comes to touch? Does it smell like a dental office? It doesn't have to. There are so many amazing aromatherapy oils available that are light and pleasant.

Next is taste. What do you offer for beverages? What about the prophylaxis paste or anesthesia? There are many different product lines available that can improve your patient's taste experience. Did we make the check in process convenient, welcoming, and user friendly? Or did you just slide a stack of forms across the reception desk, requesting that they fill them out without eye contact and a smile?

Next consider the clinical experience. How does the clinical person greet the patient? Do they walk up to them, smile and greet them by name?

The consultation room experience may or may not include the checkout experience. Remember, this is the end experience; it's important, because it is the experience that impacts patients the most. It is what your patients will remember when they leave.

Doctors, I highly recommend practicing a physical walkthrough of the checkout experience with team members, to clarify what you want to happen. Does it support the core values of the practice culture? It's important that everyone on the team understands the processes for each experience, from the initial call through the checkout experience. Schedule a team meeting to practice verbal skills, include some role-playing and the physical walk-through for each experience. This will ensure the entire team is aligned to consistently deliver W.O.W. experiences.

Your patients will feel special when you offer amenities in your practice, such as lip balm, neck rests, blankets, a baby changing table in the bathroom, or even a mirror and hair spray to fix chair hair. You can deliver a W.O.W. first impression when you always consider what your patients may need or want that will make them feel special. ■

MEET THE AUTHOR



ASCA SPEAKER

Judy Kay Mausolf is a speaker, author and dental culture specialist. She coaches dentists and their teams in 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 two books; "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, and Zoe... an "it's all about me," seven pound Yorkie!

INSURANCE MINI-CASTS

INCLUDED
IN AADOM
MEMBERSHIP



FACILITATED BY
TERESA DUNCAN,
MS, FAADOM

These short, (approximately 15 minute) online mini-casts provide tips and best practices for you and your team as you continuously navigate the insurance process in your practice.

Learn more at dentalmanagers.com/mini-cast!

AMERICAN ASSOCIATION OF DENTAL OFFICE MANAGEMENT
AADOM
LEARN • CONNECT • GROW