Welcome to the 2nd part of the new communication series; the series that includes the most popular and challenging scenarios that might occur in your dental practice with helpful tips of how you can deal with them so your patients always leave your practice feeling: “My dentist is THE BEST!” Each individual article of this series will teach you a new specialized protocol that you can use easily, customise and adapt from the same day on to your own dental clinic’s requirements and needs. I am here to teach you all the solutions for daily communication problems you are facing with your patients that bring you into a difficult situation, make you lose your sleep or even trust to your own self!

Let’s face it! We are not only dentists—we have a business to run! Are you ready to find solutions to all these problems? Let’s start with today’s amazing brain-melting topic which is: How to shush patients that have too many questions? Five steps to solve the problem with courtesy and caring!

How to shush curious patients

How many times have you been delayed by a patient that is constantly asking questions? Maybe it is because he wants to feel that he is in control or maybe he is afraid of the treatment or even he does not trust you enough.

Whatever the reason is, you cannot spend the whole day answering his questions! And this is a real fact! On the other hand, you do not want to be perceived as rude. So, my gift for you today is a protocol to deal with this annoying patient habit nicely and at the same time effectively!

5 steps for a successful communication

Here is how it goes:

Step 1: Be in charge of the conversation
Before you start the treatment, spend five to ten minutes sitting with your patient at your office area and explain the proposed or upcoming treatment.

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Important tip: Explain already beforehand the available time and reason for this meeting. For example, you could say: “George, I would love to sit with you today and spend five minutes of our time to explain the treatment that will follow in detail.”

Step 2: Ensure him
Tell him the format of contact. In case he has questions, he can ask them either during the meeting at your office, or after the treatment, or he can call your well-trained and qualified assistant or even e-mail you at own convenience for further details.

Step 3: Keep in mind the following
If during treatment, he wants to interrupt you and ask you more questions, just use the following phrase: “I am all ears, but believe me it is better if we now concentrate on the selected treatment. Me and my staff will give you more time after the completion to ask for more information about the treatment, so let’s proceed…”

The above said words will relax him a bit, so you will be able to do your job, which is: treat him!

Step 4: After the treatment
You can shortly explain your findings and how you are going to proceed, ask him if he wants anything else from you and simultaneously bring your assistant in. You must continue the show…! Go into the treatment room and serve the next patient!

Step 5: Necessary documents and info
Your assistant will provide the patient with the follow-up instructions, your clinic’s e-mail, etc. It is better, for your peace of mind, to not give him your private cell phone number, for obvious reasons: You do not want him calling you for unnecessary reasons (whether it is the appropriate time to take his lunch, or when he should change the gauge, etc. Correct?).

Just do it!
It is not so hard to apply the above presented 5 steps for successful communication in your daily practice. I encourage you to start doing it from today on, as part of your clinic’s script! I am sure, it will give you greater peace of mind as well as more time and energy for your next patient!

In the next issue of laser magazine, I will present to you the third part of this unique new series of communication concepts that will teach you with 7 simple steps how to attract, communicate and retain millennial patients—who are our present and future patients. Until then, remember that you are not only the dentist of your clinic, but also the manager and the leader. You can always send me your questions and request for more information and guidance at dba@yiannikosdental.com or via our website www.dbamastership.com. Looking forward to our next trip of business growth and educational development!

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