PATIENT ENGAGEMENT
● Call Patients Personally to discuss Treatment/questions
● Post op call after extensive treatment
● Cards sent (thank you for referrals)
● When patients leave practice, call then, write them personally … Thanking then and wishing then well
● Send personal cards for birthdays, anniversaries, and other special occasions, and have the cards signed by you and your team. Provide patients a coupon or special discount as a gift and referral cards to give their friends.
● Put together a “New Patient Welcome Packet”
● Newsletters
● Blog/Video - Dental Topic, Current Event, Tip
● Email/Text Communication and Reminders - Pt management System
● Pt early or you run late? Front desk brings them drink, coffee or orders lunch ready when patient is done?
● Asking patients how they are doing during procedure ‘ can I make things more comfortable’…Surprise them! Throw them off…They are not used to that in dentistry!
● Have NEW PATIENT BROCHURES
● Patient VIP Happy Hour (Bring Friends)
● Advice to Mom/Kids Oral Health - Newsletter
● Collect Video Testimonials
● Baby birth congrats…send care package

BRANDING/PROMOTIONS
● Offer info/special on “service of the month”
● FB targeted Ads
● Create Patient “wall of fame” w/ testimonials
● SEO
● Great Website ( ability to schedule/request, video, testimonials)
● BLOG and Youtube Channel
● KNOW YOUR IDEAL PATIENT - IDENTIFY THEM - MARKET TO THEIR NETWORK
● Great Signage
● Adult “toy box”: gift card, golf balls, etc
● Kids club t-shirts... Passport to local business and fun kids stuff
● Kids newsletter
● Smile makeover patients nominate... Promote the story
● Kids photobooth
● Dance floor system
● Kids Club (fun toy and tshirt) - when post facebook ( get a prize)
● Toy Drive
● Fundraiser ( Funny punishment for Dr - staff )
● Xmas “wish list”chalkboard during holiday ( write your wish )
● Xmas staff/Patient ugly sweater contest (invite patient - month Dec)
● Get new Pro photos, tour, video, headshots
● Fall Family Party (get balloon, bbq, bouncy pit, etc)
● Bridal FREE Polish - Prewedding
● Coffee Table Book about staff, office - funny stories
● Framed staff photo and licence with cool pics and life bio
MARKETING TACTICS
● Goodie drop off (Business)
● Happy hour @ local business/apartment
● Form Strategic Business Alliances (bridal shop, sushi, common target market, spa)
● Monthly raffle - spa item give away
● Sponsor local High School sports team (make mouth guards/pizza party)
● Throw Patient Appreciation Parties
● Billboard
● Strategic Alliance for local business (talk with owners - give employees a special deal)
● School Speaking
● Sponsor Charity Event
● Radio
● Bridal Show Event (Cosmetic)

SYSTEMS
● Have Convenient New patient appt spots/emergencies (same week) available
● Schedule next appointment IN OPS day of treatment
● Be on time. Better yet, if patients arrive early and you can get started, take them in and don't let appointments run over unnecessarily. And if they do, be sure to have your patient coordinator call other patients who may be affected by the delay to let them know.
● Offer Early Morning/Evening/Weekend Appointments
● Personal Specialist “Consult” - call pt to discuss so they don’t have to make extra trip
● Send end of year TX remaining or INS benefits remaining to patients
● Answering phone (always helpful, don’t let go to voicemail, answer calls same day)
● RUN 80/20 Analysis on patients yearly (target these patients)

PATIENT EXPERIENCE
● Scented Towel Warmer: http://amzn.to/2geldTE
● Blankets, essential oil spray/diffusers
● Greet all patients by name (When Enter)
● Track pt life events in notes.. bring up at next visit. Send card, gift for weddings, bday, children birth.
● Go out of your way to accommodate pt emergency/post op appointments
● Consider write offs for patient disputes
● Offer discounts or gift or being late or having complications with treatment
● When patients leave practice, call then, write them personally ... Thanking then and wishing then well
● walk patients to their car with an umbrella when it's raining.
● umbrellas (with your logo printed on them) on hand to give and gift your patients as they leave.
● Have a snack and beverage center in the waiting room that is inviting and easily accessible for patients and their waiting guests. When patients check in, be sure to remind them to enjoy it.
● Actively listen to patients to pick up on opportunities to provide a spontaneous, personal gift -- something a team member can go get and have waiting for the patient after a long procedure.
● Offer complimentary valet parking (no tipping allowed).
● Provide a comfort menu with spa amenities. This can be as simple as a heated neck pillow, blanket, essential oils, or sleep masks, or it can be more complex, such as a paraffin treatment or massage. Make sure this "menu" is promoted and clearly visible in the waiting area.
● Provide charging stations and iPads for use in the waiting room. Offer free Wi-Fi and make sure the password is easily accessible to patients.
- Create reserved parking for VIPs and new patients.
- Scrape icy windshields off in the winter right before patients are ready to leave (some offices even offer to start and warm up their cars for them, too). Or, like umbrellas, have scrapers available to give and gift.
- Have lunch ordered and delivered for patients coming in during their lunch hour or staying for same-day treatment.
- Bring in someone to do car washes for your patients during their appointments. Some practices even offer auto detailing options for VIP patients.
- Have a babysitter or kids’ corner available for patients with kids who need to get long procedures done.
- Offer taxi or transportation service for patients who can't drive or don't have transportation. One pediatric office sends a bus to pick kids up for appointments after school!
- Tablets for check-out in the lobby
- Photo booth in lobby
- Dance floor for kids in lobby
- Massage chair
- Video Viewing in ops w headphones
- New Patient Greeting: Talk about life, get to know them...THEN discuss dentistry
- Towel warmer with warm scented washcloth after visit [http://amzn.to/2geIdTE](http://amzn.to/2geIdTE)
- VIP pt every day
- Animal balloons
- Stickers for kids
- Stuffed animals
- Toy dispenser with coin

**CLINICAL**
- Identify and ADDRESS anxiety...then let them know HOW you can/will help them
- Communicate during treatment...allow the patient to FEEL in control (raise hand, check in breaks)
- Guarantee your work...If something fails “MAKE IT RIGHT”
- Offer “Custom treatment plans”
- Offer Sedation Options
- Give Painless Injections
- Test teeth “cold” prior to starting a procedure
- Offer 3D dentistry (minimize impressions and appointment number)
- Clean Billing (mistake free, monitor ins aging)
- Train YOURSELF (Offer to keep advanced procedures IN HOUSE
- Take PHOTOS (offer before/after photos of cases)

**COLLECTIONS**
- Collect pt portion (full estimate or partial down payment)
- Outsource insurance processing/estimates
- Offer Financing plan (internal selectively or Care Credit)
- Collect in Ops (cc kiosk)
- Offer “wellness plan” for select no insurance patients
Patient Experience PROTOCOL

4 Simple Steps

1. Smile and welcome them to your practice (by name). Brag up the practice and docs - offer them something (coffee/drink).
2. Make at least two to three connections with them. Some examples include talking about their hometown, hobbies, pets, or family. NON DENTAL.
3. Take the time to acknowledge their wants and needs AND CONCERNS/FEARS. Ask them about their goals -EXPECTATION for their smile and teeth.
4. Take photos of their oral conditions and share them with the patient. Intraoral cameras are great for this.