

subject:	THE WORLD OF DENTAL NETWORKING		
	CHICAGO DENTAL SOCIETY		
	144TH MIDWINTER MEETING		
	FEBRUARY 26 - MARCH 1, 2009		group:
	McCORMICK PLACE, CHICAGO		
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COURSE C11
EFFECTIVE COMMUNICATION SKILLS AND ENROLLMENT
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 THURSDAY, FEBRUARY 26, 2009

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It's Not What You Say...OR IS IT?
Effective Communication & Enrollment Skills for the Dental Team
Karen Davis, RDH, BSDH

Anything in Your Office Speaking Louder Than Your Words?

~Communication is the bedrock of all winning relationships~

Barriers to Effective Communication

The Trust Factor

“Confidence in yourself will create the same feeling in others. They will believe in you, trust you, and have confidence in what you tell them.”

Continuity

- B's & C's of Effective Communication
 - Be **C**onfident
 - Knowledge and Understanding
 - Be **C**lear
 - Visuals
 - Be **C**oncise
 - Intentional

Create Value and Desire

What is Elective Dentistry?

Create Value and Desire With Co-Diagnosis

- Co-Diagnosis means the patient is a partner in the discovery process
 - Hand mirror
 - Intraoral Camera – tour of the mouth
 - Radiographs & Periodontal Charts
 - DIAGNOdent ®, Perioscope ®
 - Before & after photos

Create Value and Desire With Direct Benefits

- Benefits Prior to Symptoms
 - Less _____
 - Less _____

Create Value and Desire With Reflective Thinking

- Do you remember why this tooth needed a crown?
- What caused you to loose these teeth?
- Did you have any discomfort prior to the root canal in that this tooth?
- You said your mother had periodontal disease. How was it treated?

Create Value Through Semantics

- Insurance coverage
- Dental work
- Operatory
- Gum inflammation
- Scaling and root planing, quad scales and deep cleaning
- Bone loss
- Home care
- Cancellation list
- Cap or crown
- “Front desk”
- “Chairside”
- “Girls”

Good Listeners Are Made Not Born

Create Value and Desire With Open-Ended Questions

- Engaged versus active listening
- Begin to understand their concerns
- It expedites the process!

Create Value and Desire With Open-Ended Questions

- *Sam, what do you think about this type of treatment for your own health?*
- *Jan, how do you feel about this?*
- *What do I need to clarify in order for you to make a good decision today?*
- *What is a good timeline for you to complete this treatment, Sally?*
- *How can we make it up to you, John?*

Engaged Listening

Good listeners are made not born!

- Tell me more.
- What else?
- I hear you.

Manage Objections Effectively

Body positioning

Eye contact

Agreement statement

Tone of voice

Insurance Continuity

1. "Great question"
2. Contract dependant
3. Percentage of assistance varies greatly
4. Real question...*Is this what you choose for your own health?*

Encourage patients to be their own advocates!

DiSC Personality Profiles

- Dominance/Driver (bottom line, image, on time, results oriented)
- influence/Socializer (recognition, fun, appearance, enthusiastic)
- Steadiness/Supportive (patient, listens, loyal, relationship)
- Conscientiousness/Analytical (facts, details, function, accurate)

Gaining Closure

- Time
- Money
- Fear
- Necessity / Alternatives
- Expectations

Five Principles of Closing by Philip Faris

1. People make decisions for their reasons, not yours
2. People must trust you and believe in what you say
3. People buy when the benefit outweighs the cost (time, money, effort)
4. People won't act until they are emotionally ready
5. Use trial closes to manage commitment throughout the process

The most important step in gaining closure is _____

Patients Need:

- To Be _____
- To Have _____
- To Be _____

We Need:

- To Be _____
- To Be _____
- To Be _____

SAMPLE COMMUNICATION SCRIPTS

OPENING STATEMENT FOR PERIODONTAL ENROLLMENT (SLOWLY, GOOD BODY LANGUAGE, VISUAL)

“Barbara, we now know that periodontal disease is caused by destructive bacteria living below the gum line inside the pocket spaces that surround the teeth. When bacteria overwhelms the immune system, evidence of gum disease is seen through gums that bleed, pocket spaces that deepen, and bone that is permanently destroyed. The first sign of this bacterial infection is bleeding. Even though you may not notice bleeding regularly at home; gum disease can begin below the surface in areas you cannot reach with toothbrush and floss, and usually without any real symptoms. The focus with your screening today will be to carefully examine any bleeding tendency and measure the pocket spaces around the teeth. Listen for any spaces deeper than 3mm, or any areas that bleed. Even though bleeding gum tissue is extremely common, it is not a sign of health.”

INSURANCE RE-EDUCATION (DIRECT EYE CONTACT, CONFIDENT AND SINCERE)

“Joe, that is a great question and if I were in your shoes I’d probably be asking the same thing. Dental insurance benefits are dependant on the contract between the employer and the insurance company, and even though most plans do assist with this type of treatment the percentages vary greatly. Certainly, you may wish to find out more about your particular plans, but I think the real question to consider, is whether or not this is the type of treatment you chose for yourself.”

PATIENTS CANCELING A HYGIENE APPOINTMENT (COMPASSIONATE & CONFIDENT)

“Oh John, is there ANY way you could re-arrange your schedule to keep this appointment, because the first available appointment I can offer you is... about 6 weeks away, and I know that’s longer than the recommended interval for you?”

(Pause and listen.)

“I’d like to go ahead and offer you the next available appointment I have which is Thursday, June 7th at 9:00, but I will also place your name on my Priority List and do everything I can to move you forward should I have a change in the schedule.”

VERIFYING AN APPOINTMENT (SLOWLY, WITH A SMILE)

“Bill, this is Sally from Dr. Smith’s office. I am calling to verify the hygiene appointment Mary has reserved for you on Thursday, June 27th at 10:00 a.m. Please call back by the end of the business day today to confirm this appointment. We look forward to seeing you soon!”

CHICAGO DENTAL SOCIETY MIDWINTER MEETING COURSE EVALUATION

SPEAKER: _____ DATE: _____

SUBJECT: _____ NUMBER OF ATTENDEES: _____

PLEASE RATE YOUR SPEAKER AS TO:

	Excellent	Good	Fair	Poor	N/A
SUBJECT SELECTED	4	3	2	1	0
TIMELINESS OF SUBJECT	4	3	2	1	0
COMPREHENSIVENESS	4	3	2	1	0
MEETING YOUR EXPECTATIONS	4	3	2	1	0
CONTENT LEVEL	4	3	2	1	0
DELIVERY	4	3	2	1	0
VOICE QUALITY	4	3	2	1	0
HOLDING YOUR INTEREST	4	3	2	1	0
APPROPRIATE AUDIOVISUALS	4	3	2	1	0
EFFECTIVE AUDIOVISUALS	4	3	2	1	0
OVERALL EVALUATION OF SPEAKERS	4	3	2	1	0
OVERALL EVALUATION OF THE PROGRAM	4	3	2	1	0

SHOULD THIS SPEAKER BE INVITED FOR FUTURE MEETINGS?

YES NO

WHAT TOPICS INTEREST YOU FOR THE FUTURE? _____

COMMENTS (use reverse if you need additional space): _____

NAME (REQUESTED BUT NOT REQUIRED—PLEASE PRINT): _____

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