

SAY THIS, Not THAT



Communication is crucial, and the words we choose to convey inform then make a big difference. Consider the situations below, our recommendation, and decide what your office will agree to say.

LET'S DO THIS...

INSTEAD OF SAYING:	CONSIDER SAYING:	What does your team agree to say?
SCHEDULING		
When can you come in?	We can see you on _____. We have an opportunity on_____.	
Cancellation/opening	Change in our schedule	
Quick call list	Priority list	
Are you in pain?	What are you feeling?	
Want	Prefer/preference	
Would you like to schedule?	We can see you at _____ or _____.	
Do you want to schedule?	Let's go ahead and get your next reservation for you.	

✔ INSTEAD OF SAYING:	✔ CONSIDER SAYING:	✔ What does your team agree to say?
COLLECTING PAYMENTS		
We collect at the time service.	Let me help you with your investment options.	
Our office policy is _____.	Let's see how I can help. Here's what I can do _____. Let me share how we handle _____. It's our commitment to _____.	
We need _____. We require _____.	We ask that _____. May I suggest/recommend _____. It's our professional recommendation _____.	
This is what you have to pay.	To help you be prepared, I will let you know what your investment is in advance.	
Upfront	We ask that you take care of your investment/portion at the time of treatment.	
Loan Health credit card	Payment plan Let's maximize your initial payment so you can minimize your monthly obligation.	
Your charges will be _____. You owe us _____. The cost of this is _____.	Your investment will be _____. Your current balance is _____. Your patient portion is _____.	
Fill out this application. Let's see if you qualify.	With your permission, may I collect some information? Let's see what options are available to you.	
If you are approved _____.	Once you're approved, I will have all the necessary paperwork ready.	
Your portion. Your share.	Your estimated portion is _____.	
Would you be able to _____? Did you want to take care of the payment today?	Let me help you with today's investment. Will you be paying by cash, check, or credit card?	

<input checked="" type="checkbox"/> INSTEAD OF SAYING:	<input checked="" type="checkbox"/> CONSIDER SAYING:	<input checked="" type="checkbox"/> What does your team agree to say?
INSURANCE		
Insurance	Benefits	
<p>We don't accept your insurance.</p> <p>No, we aren't on a list.</p> <p>We are out-of-network.</p> <p>We do not participate with any insurance.</p> <p>We are a non-par office.</p>	<p>It sounds like you are looking for a new dentist, is that correct?</p> <p>_____ Tell me more about your insurance so I can share with you how we work with it in our office. Many of our patients have that insurance, let me share how we help them with their benefits in our office.</p> <p>Our patients who have that insurance are very happy with the way we process it for them.</p> <p>We work with many different insurance plans, so please tell me more about yours so I can share with you how we work with it in our office.</p> <p>Many new patients don't choose us from a list, they choose us for the quality of care and service we provide.</p>	
Quoting Fees Over the Phone:		
<p>A crown [or any procedure] costs \$ _____ in our office.</p> <p>Your cost will be around \$ _____.</p> <p>A new patient visit costs \$300.</p>	<p>May I ask you a few questions to determine the [type, placement, and quality] of the [crown] you are interested in?</p> <p>Our services for [procedure] range from \$ _____ depending on the diagnosis that Dr. Awesome determines after a thorough examination.</p>	
Questions About Hours:		
<p>We're not open on weekends.</p> <p>We don't have evening hours.</p>	<p>It sounds like you're looking for a new dentist, is that correct?</p> <p>Our patients with busy schedules LOVE our early appointments, starting at 7am/8am. May I reserve an early appointment for you now?</p> <p>Mrs. Patient, it sounds like you have a busy family calendar, just like Dr. Awesome and our team does. This is why our early appts are the most popular so let's reserve one for you now so you can start your day with us!</p>	

<input checked="" type="checkbox"/> INSTEAD OF SAYING:	<input checked="" type="checkbox"/> CONSIDER SAYING:	<input checked="" type="checkbox"/> What does your team agree to say?
CLINICAL		
You are due for a cleaning.	It's time for your preventative appointment. It's time for your dental hygiene maintenance visit. November will be your next continuing care visit.	
We need x-rays. We require x-rays. I'm going to take your x-rays. You're due for x-rays.	With your permission, I would like to take your cavity-detecting x-rays. Diagnostic images.	
When the patient says "I don't want any x-rays today." If they decline x-rays	Would you mind sharing your concerns with me? May I ask why you are not interested in radiographs at this time? I can empathize with your concerns. With your permission, may I share the facts and benefits of radiographs or x-rays? I would love to give Dr. Awesome a chance to review your concerns with you.	
You need to floss twice a day.	How healthy do you want to become, and what are you willing to do to get yourself healthy?	
You have a little/a lot of bleeding.	Your bleeding score is xx, our goal is to get you to xx. What are you willing to do to improve your score by the next visit?	
You have a lot of plaque.	Your plaque score is _____; We discussed the goal of _____ or better. What are you willing to do to improve your score by your next visit?	
We need to refer you to a periodontist.	With your permission, we are going to recommend that we partner with you and a specialist for your particular needs. A periodontist is a doctor that has advanced training in bone and gum issues. We will work closely with their office to monitor your progress, once you have seen them.	

<p>✔ INSTEAD OF SAYING:</p>	<p>✔ CONSIDER SAYING:</p>	<p>✔ What does your team agree to say?</p>
<p>If you need to change this appointment, just let me know. It's only a cleaning.</p> <p>Let's get an appointment on the books. If you need to change it, that's fine. No big deal.</p>	<p>We are looking forward to seeing you for your preventative appt and for the opportunity to review the goals you have set for yourself.</p> <p>We trust that no changes will need to be made to this important appointment.</p>	
<p>Deep cleaning</p>	<p>Non-surgical periodontal therapy</p>	
<p>Cleaning</p>	<p>Dental hygiene appointment Professional cleaning Preventive cleaning</p>	
<p>Minimizing words like:</p> <ul style="list-style-type: none"> - Little - Just - A bit - Some 	<p>Simply eliminate from the sentence.</p>	
<p>You have a cavity.</p>	<p>Your tooth is decaying. Use active "ing" words, like breaking, cracking, fracturing, decaying, leaking, etc.</p>	