



The Future of Implant Practice Excellence

Proven Systems To
Increase Production Through Implant Dentistry

Presenter: Roger P. Levin, DDS



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Practice Potential

Every practice has a 30 - 50%
growth potential over 3 years



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The 10 Question Assessment

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The 10 Question Assessment

1. Will implants grow by 10 - 30 this year?



Yes

No

4

4



The 10 Question Assessment

2. Is the practice collecting 20% in implant services
per doctor?



Yes

No

5



The 10 Question Assessment

3. Is your schedule **mathematically designed** to
schedule implant consults and treatment?



Yes

No

6

6



The 10 Question Assessment

4. Are all day-to-day operations carried out using proven, documented, step-by-step business systems?



Yes

No

7

7



The 10 Question Assessment

5. Has doctor income increased by at least 10% in each of the last 5 years?



Yes

No

8

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The 10 Question Assessment

6. Is overhead 59% or below?



Yes

No

9

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The 10 Question Assessment

7. Are collections 99% of adjusted production?



Yes

No

10

10



The 10 Question Assessment

8. Have all staff members been educated in implant dentistry?



Yes

No

11

11



The 10 Question Assessment

9. Do you have targets for measuring practice performance?



Yes

No

12

12



The 10 Question Assessment

10. Does the practice increase implant production every year?



Yes

No

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The 10 Question Assessment

“Yes” Score: ___/10

The goal is to score 9 out of 10 (or above)
12 months from today



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The Ultimate Practice Goal Is Production

- Production is the single most important metric in any dental practice (increase every year)
- Production should grow every year
- Most practices are 30%-50% below revenue potential
- Implants should be a significant factor in increasing production

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Systems Must Be...



Documented

- Ability to access the system for review



Proven

- You do not have time to waste - often years



Step-by-step

- Instruction guide for new and current team

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Systems Are The #1 Factor In Practice Success

- Systems are the #1 factor in practice success
- Systems determine the growth and revenue path of every practice
- Systems are the only way to train and retrain the team
 - ✓ A great team is always improving
- Systems allow a practice to move through the 4 entrepreneurial stages

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Targets You Need To Know



1. Production

Target: Increase implant production by 30 - 50%

Importance Factors

- The single most important metric in any practice
- Tells more about a practice than any other metric
- Should increase annually
- Ensures practice implant success



Tracking: Daily

18

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Targets You Need To Know

1. Production

Systems to Increase Production

- Reactivate inactive patients
- Block scheduling
- New patient consults
- Longer Tx appointments
- The power of financial options

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Targets You Need To Know

2. Monthly Implant Production Goal

Target: Be Within 90%

Importance Factors

- Production is the most essential single system in the practice
- Keep the implant engine going
- Mathematically determine the monthly production goal
- Report results in each monthly meeting



Tracking: Daily

20

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Targets You Need To Know

2. Monthly Implant Production Goal

Systems to Increase Production

- Analyze and establish the monthly production goal
- Check every day to see if practice is on track

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Targets You Need To Know

3. Active Patients Scheduled (General)

Target: 96%

Importance Factors

- Major factor in lifetime production
- Reactivate any patient without a next appointment
- A top 10% practice principle
- The 360% effect of a larger patient base
- The larger the patient base the greater the implant services



Tracking: Monthly

22

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Targets You Need To Know

3. Active Patients Scheduled (General)

Systems to Reactivate Patients

- Analyze the number of overdue patients
- The One Day Rule:
 - Call any patient when they are one day overdue with scripting
 - Work on this everyday and produce daily report
- The 3-3-3 System
 - Call all overdue patients 3 times
 - Text all overdue patients 3 times
 - Email all overdue patients 3 times
 - Shift to 90 day follow up

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Targets You Need To Know

4. Collections (General)

Target: Collect 98% of what is owed to the practice

Importance Factor:

- You can't spend or invest what you do not collect
 - Collections are the determining factor in covering overhead, investment and income
 - Also a factor in the pathway to financial independence
 - Can and will lead to many lost patients and families
 - Patients who don't pay you don't like you
 - A component of customer service



Tracking: Daily

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Targets You Need To Know

4. Collections (General)

Systems for Collections

- Collect at the time of service
- One Day Rule
 - Call any patient with an overdue balance the day it is overdue
 - Call first-do not text first
 - 9 times follow up system
 - 3 calls
 - 3 texts
 - 3 emails

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Targets You Need To Know

5. Cash (General)

Target: Create a 3-month cash reserve

- Importance Factor
- Cash is king
- If you have cash, you will always be fine
- Cash builds a fortress around your practice
- Cash allows you to take advantage of opportunities

 Tracking: Monthly

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Targets You Need To Know

5. Cash (General)

Systems for Cash Accumulation

- Gradually accumulate 4 months of cash
 - Easier in a growing practice
 - Can be converted to income (most likely already is)
- Reduce stress! (you will sleep better)

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Targets You Need To Know

6. Overhead (General)

Target GP - 59%

Importance Factor

- A 1% reduction in OH is the same as a 1% increase in profit
- Most practices are 4-6% too high
 - The \$32,000 income loss
- Costs will always tend to go up
- You work too hard to have waste or not pay attention

 Tracking: Monthly

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Targets You Need To Know

6. Overhead (General)

Systems to Lower OH

- Which implant you use
- 3 bids on top 10 every year
- Wait longer for the newest...
 - Prices will come down
- Are your materials really the best?
- Raise fees
- Buying groups
- Negotiate new lease
- Bulk purchasing
- Negotiate bank fees annually
- Watch subscriptions
- Compare to national averages
- Regular OH analysis

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Targets You Need To Know

7. New Implant Patients

Target: Increase by 10% annually

Importance factor

- Source of implant services
- NPs are 200%-300% more financially valuable in the first 12 months
- Implant patients may be 300%-500%!!

 Tracking: Monthly

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Targets You Need To Know

7. New Patients

Systems to Increase and Benefit from NPs

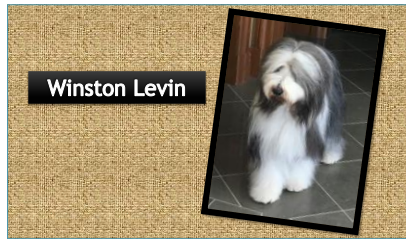
- The first NP phone call is the key
 - Scripted
 - Value based
 - Build a mini-relationship
 - Warm, enthusiastic, energized
 - The powerful customer service ending
 - Patient longevity is a key metric that does not get measured
- Top 10% practices keep their patients much longer
 - Internal marketing is still the most powerful referral engine
 - 30-day patient communications program
 - Schedule within 7-10 days
 - Reviews

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The Psychology of Implant Case Presentation

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Winston Levin

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The New Psychology of Case Acceptance

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The New Psychology of Case Acceptance

10 New Rules of Patient Psychology

1. Patients don't want to be told what to do
2. Patients will research on the internet
3. Patients have their deflector shields up
4. Patients think of dental practices as retail

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The New Psychology of Case Acceptance

10 New Rules of Patient Psychology

5. Patients want options
6. Cost matters
7. Patients have outside influences

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The New Psychology of Case Acceptance

10 New Rules of Patient Psychology

8. Presentation Matters

- Energy
- Enthusiasm
- Total focus
- Sense of service
- Sense of expertise
- Team scripting

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The New Psychology of Case Acceptance

10 New Rules of Patient Psychology

- 9. The spending habits of people with incomes of \$250,000 vs. \$50,000
- 10. Consults are key

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The New Psychology of Case Acceptance

9 Tips to Close Cases

1. Take control - retrain the team



3. Build deep relationships

2. Don't push - Excite!

4. Be the expert and the friend

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The New Psychology of Case Acceptance

9 Tips to Close Cases

5. Follow-up then follow-up again



7. Your body language counts

6. The hygiene opportunity

8. When not to present Tx to the new patient

9. Be open, honest and clear

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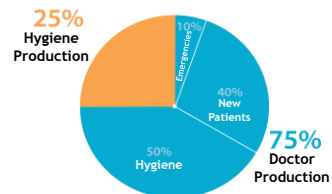
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The Incredible New Patient Experience

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The Incredible New Patient Experience

PRODUCTION RATIOS



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The Incredible New Patient Experience

- New patients are key to dental practice success
- The average production per new patient should be 50% higher in most practices (The Target)
- All new patients over the age of 30 will be seen by the doctor
- All new patients need to be seen within 7-10 days

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The Incredible New Patient Experience

The 3 Phases of the New Patient Experience

1. The new patient first phone call
2. The new patient orientation
3. The doctor new patient exam process

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The Incredible New Patient Experience

The New Patient - 1st Phone Call

- Smile before answering the phone
- Answer the phone in two rings
- Greet the patient with caring, compassion and V.I.P. excitement



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The Incredible New Patient Experience

The New Patient - 1st Phone Call

- Scripting, just like everywhere else in the practice is essential



"Thank you for calling Dr. Smith's office. This is Sally speaking. How may I help you?"

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The Incredible New Patient Experience

The New Patient - 1st Phone Call

- *"I am delighted that you called. We love meeting new patients. Who may we thank for referring you?"*
- *"Oh, Mr. Jones. He is a wonderful patient, and in fact, we treat his entire family."*
- *"Let's find a convenient time for you to join us as a new patient (Offer two choices)."*



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The Incredible New Patient Experience

The New Patient - 1st Phone Call

- *"Let me tell you a little bit about our practice." (Write a 60-90 second script about the practice)."*
- *"Will you be using any type of dental insurance so that we can be fully prepared for you?"*
- *"Do you have any specific dental concerns or issues?"*



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The Incredible New Patient Experience

The New Patient - 1st Phone Call



- *"Thank you again for calling. Once again, my name is Sally. If you have any questions, please feel free to call me. I am looking forward to meeting you."*

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The Incredible New Patient Experience

The New Patient - Confirmation Call and Text

1. Call and text at least 48 hours in advance
2. Welcome the new patient to the practice again
3. Ask if the patient needs any information



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The Incredible New Patient Experience

The New Patient - Confirmation Call and Text

4. Ask if patient received or downloaded new patient forms
5. Ask if patient has any questions
6. End the conversation with "looking forward" script



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The Incredible New Patient Experience

The New Patient - Orientation



- Have an extremely positive and enthusiastic scripted New Patient Orientation
- The New Patient Orientation is highly customized for each practice

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The Incredible New Patient Experience

The New Patient - Orientation



- Schedule all new patients 20 minutes prior to the appointment
- Be prepared for the new patient and identify them in the Daily Business Meeting
- Remember, all new patients are V.I.P.s

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The Incredible New Patient Experience

The New Patient - Orientation



- Greet the new patient by standing up and coming in front of the desk
 - ✓ This removes any physical barrier and enhances relationships
- Shake hands, smile and make eye contact

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The Incredible New Patient Experience

The New Patient - Examination Process

- Assistant is introduced to new patient by the front desk coordinator
- Assistant shakes hands, smiles and makes eye contact
- Assistant escorts the patient to the clinical area



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The Incredible New Patient Experience

The New Patient - Examination Process

- Assistant completes the 2-minute Relationship Building Drill
 - ✓ Learn 1-3 personal facts
 - ✓ Learn chief dental complaint
 - ✓ Learn why patient came to your office
- Assistant introduces the new patient to the doctor



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The Incredible New Patient Experience

The New Patient - Examination Process

- Assistant promotes doctor
- Assistant introduces doctor to the patient
- Assistant communicates any special information to the doctor



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The Incredible New Patient Experience

The New Patient - Examination Process

- Doctor shakes hands with the new patient
- Doctor sits at eye level with the new patient
- Doctor never touches a new patient until they have learned 10 things about them - The Golden 10



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The Incredible New Patient Experience

The Golden 10 Exercise

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



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The Incredible New Patient Experience

The New Patient - Examination Process

- Doctor interviews new patients to gain an understanding of them.
- This goes to the heart of making patients your friends.



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The Incredible New Patient Experience

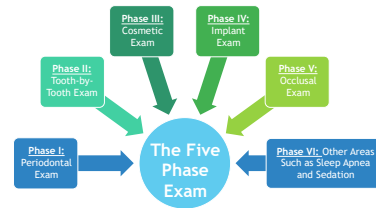
The New Patient - Examination Process

- People like their friends
- People trust their friends
- People like to buy from their friends
- People refer to their friends
- People accept case recommendations from their friends

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The Incredible New Patient Experience



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The Incredible New Patient Experience

The Five Phase Exam

- The exam process is meant to educate patients about each phase individually
- Cases over \$1,500 should not be presented to new patients at the first appointment
- Follow-up consults are critical
 - ✓ All consults should be scheduled within 7-10 days of The Doctor New Patient Exam

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The Incredible New Patient Experience

The Treatment Presentation Appointment

- Greet patient upon arrival
- Offer beverage
- Maintain desirable magazines in reception room.
- Assistant escorts the patient to the treatment room or consultation room



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The Incredible New Patient Experience

The Treatment Presentation Appointment

5. Doctor comments on previous personal knowledge
 - ✓ "How is your family?"
 - ✓ "How was your vacation?"
6. Doctor follows the rule of number 1
7. Doctor does the case presentation at eye level



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The Incredible New Patient Experience

The Treatment Presentation Appointment

8. Case presentation should be:
 - ✓ Relaxed
 - ✓ Calm
 - ✓ Slow
 - ✓ Smiling
 - ✓ Upbeat and positive
 - ✓ Active listening
 - ✓ Note taking
 - ✓ Ask questions
9. Limit clinical information to 3-10 minutes maximum



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The Incredible New Patient Experience

The Treatment Presentation Appointment

10. Follow the five questions:

- 1) What is it? (10%)
- 2) What will it do for me? (60%)
- 3) How long will it take? (10%)
- 4) How much will it hurt? (10%)
- 5) How much will it cost? (10%)



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The Incredible New Patient Experience

The Treatment Presentation Appointment

11. Ask for commitment (then be quiet)
12. Answer all questions and objections
13. Introduce Financial Coordinator
14. Financial Coordinator reviews financial options



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The Incredible New Patient Experience

The Treatment Presentation Appointment

15. Financial Coordinator escorts patient to Scheduling Coordinator.
16. Scheduling Coordinator identifies convenient times within 7-10 days to begin treatment.
17. Scheduling Coordinator reminds patient about confirmation courtesy call.



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The Incredible New Patient Experience

Present the Case

1. Perio - Initial Therapy
2. 4 Restorations
3. 2 Implants
4. 2 Crowns
5. 6 Veneers



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Increasing Revenue With a Powerfully Effective New Implant Patient Call

What Is A Script?

A collection of words, phrases, or sentences we use consistently in specific interactions with patients, parents, and referring offices.

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What Is A PowerScript?

A collection of high-value words, phrases, or sentences used consistently to influence patients to do what we want them to do.

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What Is The Real Power of Scripting?

- Our research shows an increase of 8-10% in practice production
- To become more efficient with interactions
- Improves customer satisfaction
- Improve conversational delivery and increase professionalism

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How Do You Get The Staff To Participate And Adopt Scripting?

- Starts at the top (with the doctor)
- Needs to be part of the culture
- Promoted and endorsed by the doctor
- Written and customized by the team for ownership
- Role playing as part of staff meetings

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If We Add Scripts Will We Sound “Robotic”?

- Absolutely not - practice!
- Know and reiterate key points
- Role play, role play, role play
- Make them your own

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The Telephone Is A Lifeline

- Convey enthusiasm
- Be extremely positive
- Build value
- Start relationship

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Levin Group

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The New Implant Patient Call Script

Scheduling Coordinator: Good afternoon, thank you for calling Juniper General & Implant Dentistry. This is Julie speaking. How may I help you?

Patient: Oh, hi Julie, my name is Shelley and I'm calling to see if I can get an appointment for an implant.

Scheduling Coordinator: Well, that's great! Thank you so much for calling Shelley. We treat many implant patients every year. I'd be happy to schedule an appointment for you. Who may we thank for referring you to our practice?

Patient: Joe Johnson told me I need an implant.

Scheduling Coordinator: Well, welcome! You've made an excellent choice. I'm one of our New Patient Coordinators, so I'll be able to help you with everything you need. We love Joe Johnson's patients. Let me start first by confirming your callback number in case for any reason we get disconnected.

Patient: Ok, sure. The number is 555-444-1212.

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The New Implant Patient Call Script

Scheduling Coordinator: Thank you, Shelley. Let me just ensure I have the correct number. It's 555-444-1212. Is that a cell phone number?

Patient: Yes, that's my cell. That's the best number to use to reach me.

Scheduling Coordinator: Let me tell you a little bit about implants and our practice. Dr. Juniper and our team are excellent in implant dental treatment. They have successfully placed hundreds of implants and regularly attend continuing education courses to stay at the forefront of implant dentistry.

Let's go ahead and get you scheduled for an appointment with Dr. Juniper and Mary our Implant Treatment Coordinator. She is terrific. Mary reserves time in her schedule specifically for new implant patients, and your initial visit will consist of a comprehensive new patient examination in which Mary will get to know you. We reserve an hour for these appointments and have time available on Thursday at 1:20 PM or next Tuesday at 10:00 AM. Which of these is more convenient for you?

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The New Implant Patient Call Script

Patient: I'll take Tuesday at 10:00 AM.

Scheduling Coordinator: Wonderful, I've got that time reserved for you. When you arrive Mary will greet you. She is an expert in dental implants and works closely with Dr. Juniper to answer all your questions and put together the best treatment options for your unique situation.

Patient: That sounds great. I'm a little nervous about getting an implant.

Scheduling Coordinator: Well, you've made an excellent decision to consider implants. They provide the best replacement option for natural teeth, and we appreciate that you chose us. We are going to take wonderful care of you.

Patient: Oh, that would be great.

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The New Implant Patient Call Script

Scheduling Coordinator: Perfect. Now, let me get some additional information to ensure that we're fully prepared for your visit. Let me start by getting your last name followed by your address.

Patient: It's Ellison, and my address is 223 Spruce Street. Actually, I think we live one street over from your office.

Scheduling Coordinator: Yes, you do! How convenient! We are right on the corner of Pine and Elm, so you should have no trouble finding us.

Now, may I have an email address that we may use to communicate with you about your appointment?

Patient: Sure. It's ellison@email.com.

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The New Implant Patient Call Script

Scheduling Coordinator: Excellent. One of the great services we provide is the ability to receive appointment communications via email and text message. Our patients really appreciate this. With your permission, I'll go ahead and enable you to begin receiving our messages. Typically, you can expect to receive an email message two weeks prior to your appointment and a text message 48 hours in advance.

Patient: That's great. I love being able to get everything on my phone these days.

Scheduling Coordinator: Isn't it convenient?

Now, Shelley, I want to ask you about dental insurance because not all insurance plans cover dental implants and we will be happy to check for you.

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The New Implant Patient Call Script

Patient: We do, but I don't have my card on me at the moment. We're with Delta Dental though. It's through my husband's employer. He works at the hospital.

Scheduling Coordinator: That's no problem. I can follow-up with you later today or tomorrow to get that information from you. We are considered in-network with Delta.

So, Shelley, let me tell you what will happen next. By the end of the day today, you'll receive an email from Dr. Juniper. In it you'll find a link to our website where you can access all kinds of valuable information about our practice and read about dental implants. You can also complete and submit your new patient forms right through our website which will ensure that we have all the additional information we need to be prepared for your visit next week.

Patient: Fantastic.

Scheduling Coordinator: So, are there any additional questions I can answer for you, Shelley?

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The New Patient Call Script

Patient: Yes. How much do dental implants cost?

Scheduling Coordinator: That's a great question Shelley. There are many types of implants and implant cases so there is a wide range of fees. When you come in and meet Mary and Dr. Juniper they will establish the exact type of case that is best for you and be able to tell you exactly what the fees will be. Unfortunately, there's no way I can determine on the phone exactly what you need. But I can tell you that patients rave about implants after they have them placed by Dr. Juniper and we will take great care of you including keeping you very comfortable. Implants can literally change the quality of your life.

Patient: Great, thanks so much.

Scheduling Coordinator: My pleasure! Thank you again for calling, Shelley. Dr. Surgeon and Mary will be looking forward to seeing you on Tuesday at 10:00 AM. Mary will be calling you approximately 48 hours prior to your appointment to introduce herself. Have a great weekend.

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Body Language

The Key to More Effective Patient Communication and Higher Implant Case Acceptance

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Increasing Case Acceptance

- Build confidence
- Case presentation is changing
- The best results happen when a relationship is built
- Think of it as “a conversation”



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Increasing Case Acceptance

- Body language is one slice of the entire case presentation
- But it is a slice that can make or break everything else you do
- In a more competitive world, you want to have every advantage for success



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Increasing Case Acceptance

Body language is all about Yin and Yang



The familiar Yin and Yang symbol depicts two ideas that are very much interrelated and connected. There is a part of Yin in Yang (the dot) and vice versa. The two forces interact and must be balanced. The forces are both opposite and dependent on each other.

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Increasing Case Acceptance

Body language is all about Yin and Yang



Body language balances the visual and verbal messaging

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Increasing Case Acceptance

You need the right location

- Chairside versus consult room
- Calm, quiet, relaxed (focused)
- Comfortable and set up for body language
- The wrong furniture can throw you off your game



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Increasing Case Acceptance

What does your body language say to a patient?

- "I care"
- "I don't care"
- "I believe what I am telling you is in your best interest"
- "I want to get as much out of you as I can"
- "I am really good at what I do"
- "I'm not sure if this will work or not, or if I am good enough"

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Increasing Case Acceptance

The many faces of body language

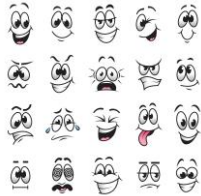


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Increasing Case Acceptance

The many faces of body language



- Put a face on each of your team members
- Put a face on yourself
- Have your team each put a face on themselves

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Increasing Case Acceptance

What is the most prominent type of communication?

- A. Verbal
- B. Non-verbal
- C. Auditory

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Increasing Case Acceptance

What is the most prominent type of communication?

- A. Verbal
- B. **Non-verbal**
- C. Auditory

ANSWER: B

- 80% of communication is non-verbal
- Maybe we should learn this in grade school

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Increasing Case Acceptance

- Body language often contradicts the spoken word
- It creates uncertainty on the part of the patient
- It goes to the heart of trust

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Increasing Case Acceptance

How do you want to be seen?

- Confident
- Focused
- Enthusiastic
- Energized
- Expert
- Caring
- Open
- Attentive
- Honest

Body language says a lot about all of these, and it happens in milliseconds

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Increasing Case Acceptance

You Can't Hide Your Body Language

- The patient gets a feeling
- They don't know why, but they form an immediate impression
- Now you live with the patient having that impression
- Masks won't hide your body language
- The impression will still happen
- What you see is what you get
- What you see is what you believe

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The Future of Implant Practice Excellence

*Proven Systems To
Increase Production Through Implant Dentistry*

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