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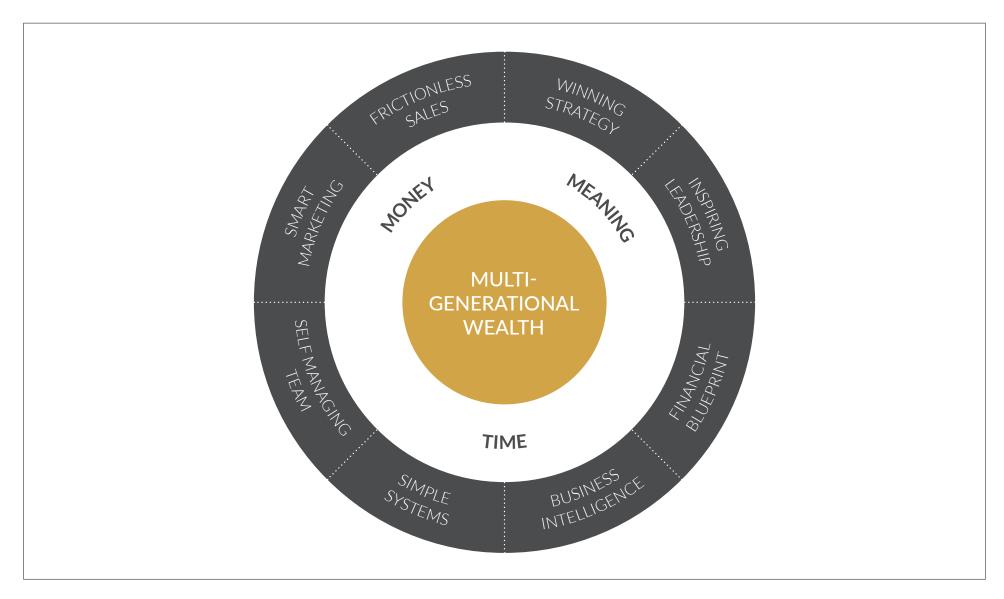
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INSIGHTS AND ACTIONS

MODULE	INSIGHTS / TAKEAWAYS	ACTIONS
Fill your books		
Build Value		
Convert Cases		
Deliver Efficiently		
Level Up		

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SAVVY DENTIST OPERATING SYSTEMTM



APPOINTMENT OUTCOMES

MARKETING	SALES	DELIVERY

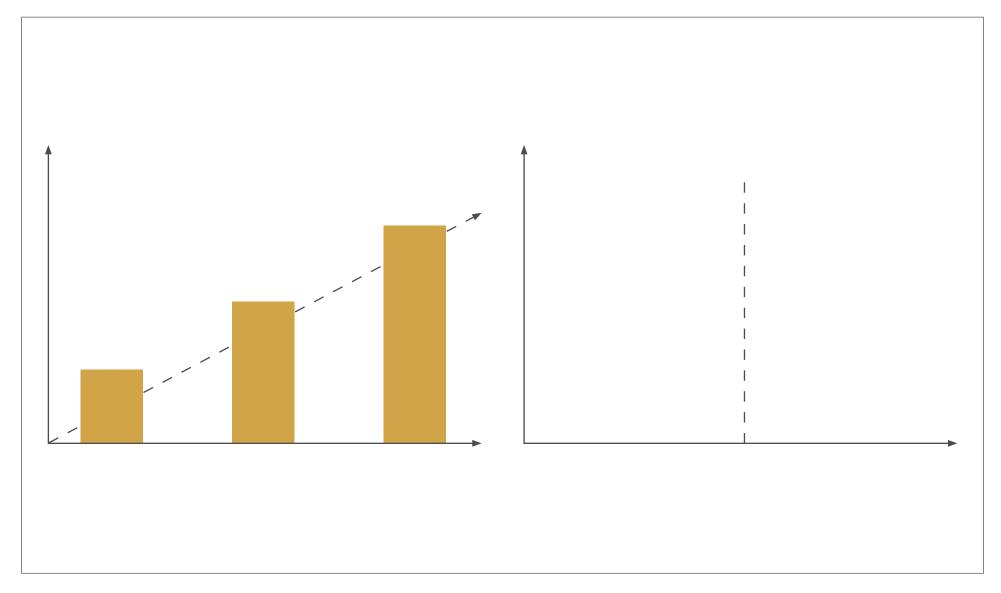
NOTES

NOTES



FILL YOUR BOOKS

THE RECALL SYSTEM

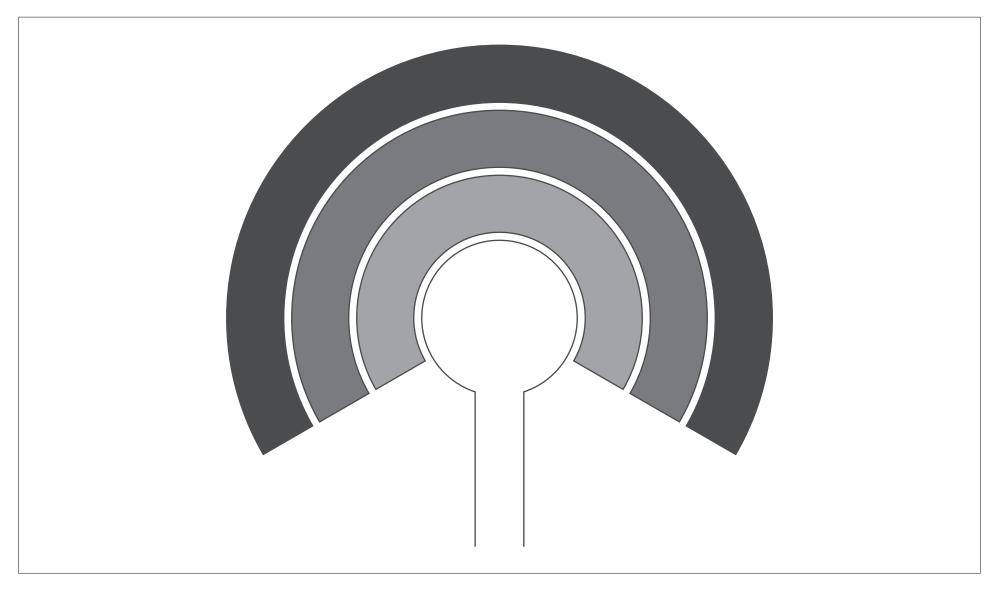


THE COMPELLING REASON CONVERSATION™

	1. AFFIRMATION	2. DATE	3. 3 KEY THINGS
PRE-FRAME			
	4. KEY #1	5. KEY #2	6. KEY #3
COMPEL			
•	7. CALL TO ACTION	8. AFFIRMATION	9. CONFIRM DATE
NEXT STEPS			

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A COMPELLING REASON TO RETURN



A COMPELLING REASON TO RETURN

FRAMEWORK	SAMPLE 1	SAMPLE 2	SAMPLE 3
Problem	Crack on lower molar	Gum pockets (Gingival pockets)	Tooth decay (Caries)
Consequence	Propagate		
Implication	Nerve problem Tooth break		
Seed concern & potential treatment	Because if it has, we will want to jump on it before it becomes an issue.		

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A COMPELLING REASON TO RETURN

FRAMEWORK	SAMPLE 1	SAMPLE 2	SAMPLE 3
Problem	Tooth wear	Tooth movement	Shadow on the x-ray (Periapical lesion)
Consequence			
Implication			
Seed concern & potential treatment			

CALL TO ACTION

AUDIENCE	SCRIPT
Patient	I realise that you don't know what your diary is like in February, but let's get that appointment booked in today and that way it's locked and loaded. Its important this doesn't slip
Reception	Mary, can you please find a time for Josh in Feb that works. It's really important that we see him at that time and that it doesn't slide.
Voxer	Between now and February I need you to do (eg. brush, floss, splint) and generally take care of your dental health. To help you with that, I've attached a snapshot, which highlights areas of concern we spoke about so you know exactly where to focus your energy and effort.

NOTES

ASKING FOR A REFERRAL OR REVIEW

PREFRAME It's important to me that you have a good experience. So at the end of today's appointment, I'd like to ask how it went for you.	APPOINTMENT	
REMIND OF PRE-FRAME Mrs Jones, do you remember at the beginning of the appointment, I said I'd ask for some feedback?	ASK THEIR EXPERIENCE Can you tell me how the experience was for you today?	THANK THEM Thanks so much for that. I've enjoyed the visit too.
PHILOSOPHY REFERRAL: You might not realise that we are primarily referral based and we are selective about who we take on as patients. REVIEW: You might not know that some people feel uncomfortable coming to the dentist	ASK THE FAVOUR REFERRAL: But if you have any family or friends you'd like us to look after on your behalf, we'd be happy to do so REVIEW: If I give you a link, can you share your experience so that others understand that its an enjoyable experience	NEXT STEPS REFERRAL: Please take a card and offer it to whomever you have in mind. REVIEW: We'll text / email you the link, and can you write one or 2 sentences and all you need to do is hit the 'post' button.

ASKING FOR A REFERRAL OR REVIEW

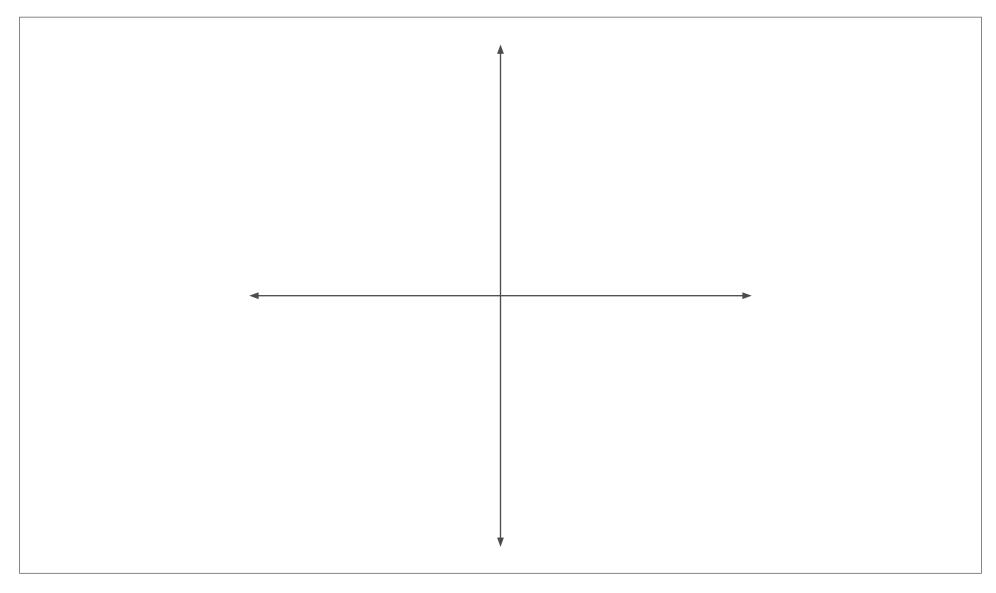
PREFRAME	APPOINTMENT	
REMIND OF PRE-FRAME	ASK THEIR EXPERIENCE	THANK THEM
PHILOSOPHY	ASK THE FAVOUR	NEXT STEPS

NOTES

PRE-BLOCK YOUR APPOINTMENT BOOK

CHAIR 1	HYGIENE

PRODUCTION PRE-BLOCKS



PRE-BLOCK YOUR APPOINTMENT BOOK

Daily Production \$Goal x 80% # Daily Production Pre-blocks Core offering Fee

THE TLC CALL

Hi Josh Its Dr Green from Bespoke Dental. I am just calling as I promised I would. I just wanted to call and check how you are travelling after (x) procedure 2 days ago. How's it going? Do you have any questions for me? Great. We'll see you at your next appointment (state time period / date) for (reason) Thanks so much.

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NOTES

NOTES

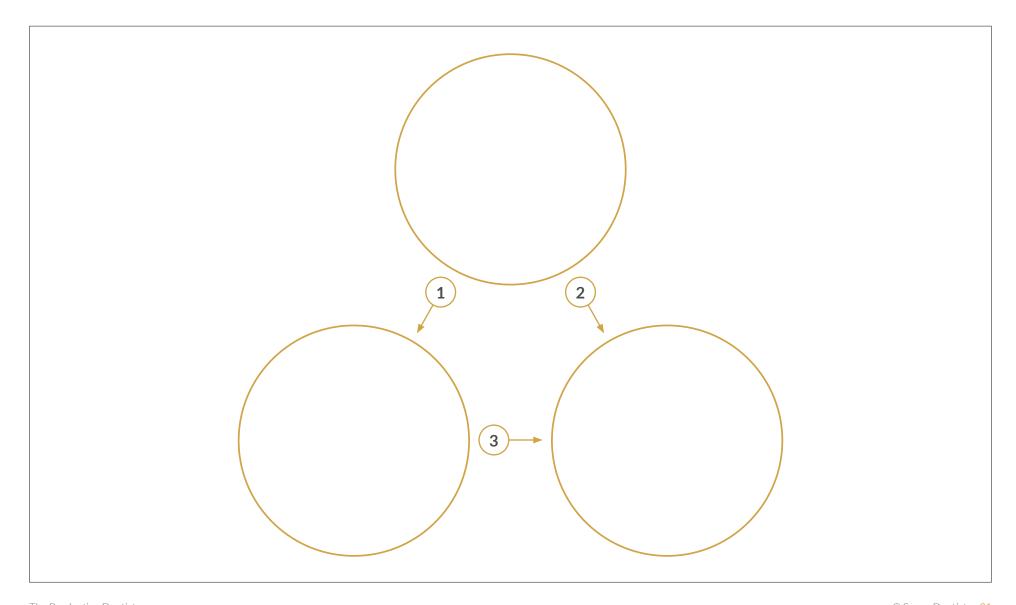


BUILD VALUE

BUILD VALUE

	RECEPTION		
START	MIDWAY	END	HANDOVER
Hey Josh Great we are getting this done today. Clearly this cavity is not going to get smaller. I'm relieved we are getting onto it now.	Really am glad we got started on this. The cavity is bigger than I anticipated, and if we had waited any longer it almost certainly could have caused something more nasty.	I'm happy to report that the filling has gone smoothly. As I mentioned earlier, it was bigger than expected so I'm glad we got onto it because if we left it, it would almost certainly have given you a lot of grief. The issue this presents is that the outstanding filing on the left hand side might also be bigger than expected, so now I want to make sure we don't delay and we get onto it as quickly as possible. The last thing you need is a toothache or root canal therapy.	(see worksheet: Patient Handover)

PATIENT HANDOVER



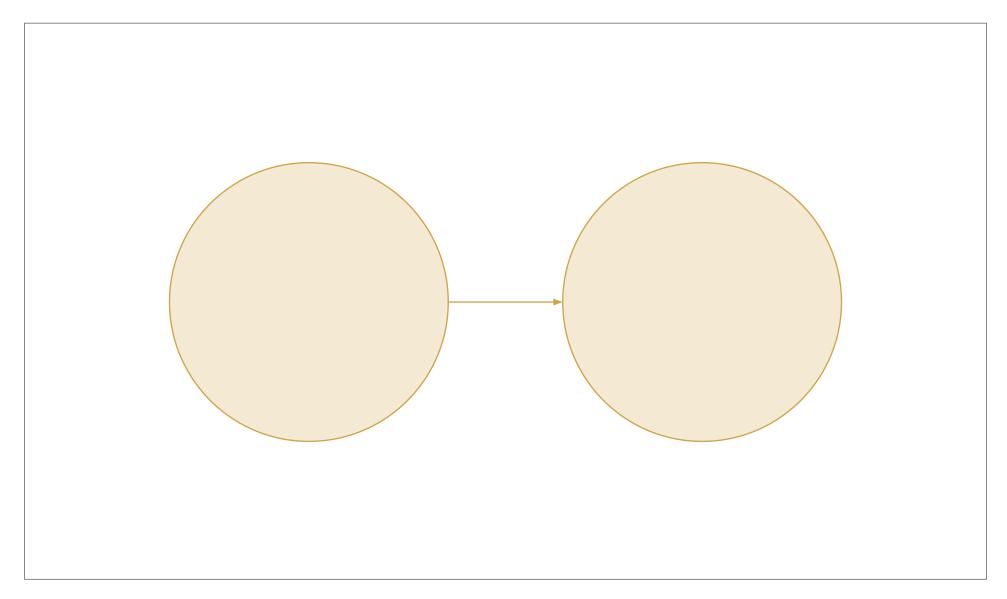
PATIENT HANDOVER

	CELEBRATE PATIENT	COMPELLING REASON	NEXT STEPS
1 PASSING MEMBER TO RECEIVING MEMBER	Bob has done really well today. We covered a lot of territory The filling today was bigger than expected and I'm glad we got it done, because had we left it, it almost certainly would have given Bob problems	My worry is thatproblemconsequenceimplicationseed concern	Our next step is to book an appointment. Mary, can you please find a time for Bob in Feb that works. It's really important that we see him at that time and that it doesn't slide.
	COMPELLING REASON	NEXT STEPS	EDIFY & EXIT
2 PASSING MEMBER TO PATIENT	 Bob, given today's filling was bigger than expected problem consequence implication seed concern 	So let's get that appointment booked in ASAP. We just don't want a drama. OR Let's get that appointment booked in today and that way its locked and loaded. Its important this doesn't slip.	Mary is an expert at finding a time that will sync well with your diary and ours. Is there anything you need from me before I leave you with Mary?
	TEST UNDERSTANDING	COMPELLING REASON	BOOK APPOINTMENT
3 RECEIVING MEMBER TO PATIENT	So Bob, Dr. Green mentioned that you prefer a morning appointment and that he needs 45 mins to get that procedure done.	 He's keen to get that done ASAP because he's worried about problem consequence implication seed concern 	(See Patient Appointment Booking Framework and use cascading series of alternate choices)

PATIENT HANDOVER

1 PASSING MEMBER TO RECEIVING MEMBER	CELEBRATE PATIENT	COMPELLING REASON	NEXT STEPS
2 PASSING MEMBER TO PATIENT	COMPELLING REASON	NEXT STEPS	EDIFY & EXIT
3 RECEIVING MEMBER TO PATIENT	TEST UNDERSTANDING	COMPELLING REASON	BOOK APPOINTMENT

PATIENT TRANSFER



PATIENT TRANSFER: PASS THE BATON

COMPELLING REASON	ESTABLISH REASON TO HANDOVER	INTRODUCE & EDIFY ASSOCIATE
Bob, problem consequence implication seed concern	Bob, this treatment is important and it can't wait. The challenge that we face is that next available appointment is (outside the desired time frame)	My strong desire is that this is treated in a timely manner. For that reason, I'd love to introduce you to my associate Dr. Peters. She is an expert at this particular type of treatment. In fact Dr. Peters is my dentist. OR Dr. Peters has done this type of treatment for many of our patients.
TEST FOR ACCEPTANCE	REMOVE RISK / OBJECTIONS	REITERATE COMPELLING REASON
How does that sound to you? OR Are you ok with that?	If I have a change of schedule prior to that time, I'm more than happy to do that treatment myself.	I just don't want to leave this because of problem consequence implication seed concern

PATIENT TRANSFER: PASS THE BATON

COMPELLING REASON	ESTABLISH REASON TO HANDOVER	INTRODUCE & EDIFY ASSOCIATE
TEST FOR ACCEPTANCE	REMOVE RISK / OBJECTIONS	REITERATE COMPELLING REASON

PATIENT TRANSFER: RECEIVE THE BATON

	INTRODUCTION	ALIGNMENT	LEVERAGE RELATIONSHIP
SOCIAL	Nice to finally meet you. I've heard a lot about you. It's good to have a face to put to the name.	Your name came up in conversation the other day and Dr. Green mentioned (something interesting about them OR an interest of theirs)	He's bound to be curious when I see him next, tell me
CLINICAL	CHECK IN BEFORE STARTING Last time you were in you mentioned 'x' to Dr. Green. How's it going? (OR) DURING EXAM You will probably recall that Dr. Green was keeping an eye on 'x'. Now I know why he was keeping an eye on that.	COMPELLING REASON You'll probably recall problem consequence implication seed concern	RESULT IF GOOD NEWS The good news is that it's stable. We still need to keep a close eye on it because I don't want that situation to change. IF BAD NEWS The bad news is that the situation has changed and we need to act.

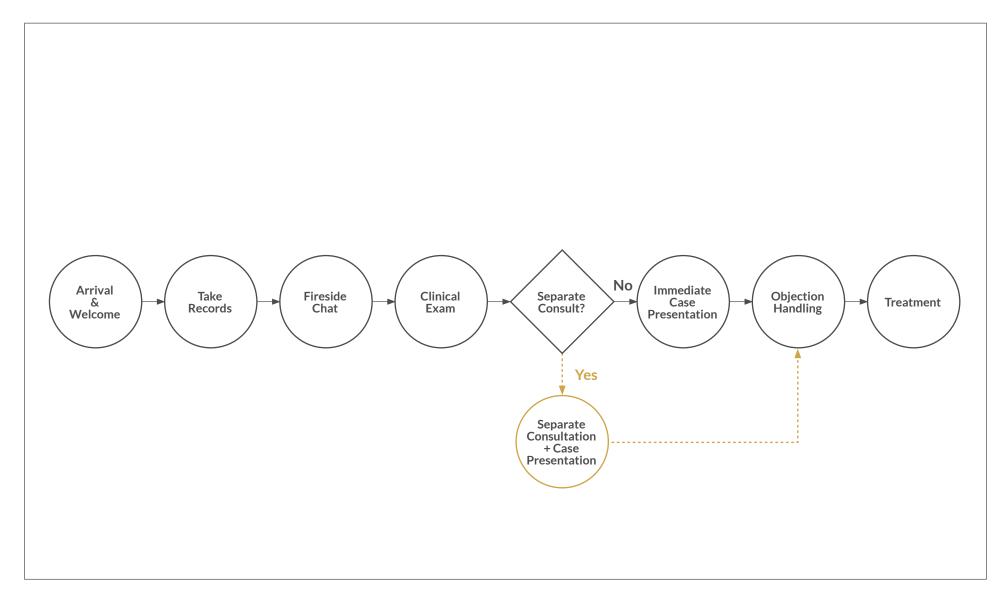
PATIENT TRANSFER: RECEIVE THE BATON

INTRODUCTION	ALIGNMENT	LEVERAGE RELATIONSHIP
CHECK IN OHECK IN	COMPELLING REASON	RESULT



CONVERT CASES

THE NEW PATIENT EXAM



FIRESIDE CHAT

1. GRFFT

Hello Mrs Jones, I am Jesse Green. Welcome to our practice.

Today we are going to be spending an hour together and before I examine you clinically, I thought it would be good to have a conversation with you to find out a little bit more about you and your past dental experiences. Is that ok with you?

2. ENROL

Before we get into that, I just want to mention that our goal is to make you feel as comfortable as possible.

It's important that you let me know how you are feeling throughout the process so I can be sure I am meeting your needs. If there is anything we can do to make your experience more comfortable, please do let me know

3. QUESTIONS TO EXPLORE

- Chief complaint
- Dental history & past experience
- Dental philosophy
- Perception of current dental health
- Patient goals
- Current home care regime (see over page)

4a. PRE-FRAME

Separate consultation

Mrs. Jones, we will try to get through everything and come up with a treatment plan for you today. However, depending on the complexity of your needs, I may need to spend time considering all the information we gather today so that I can give you the best options to consider. So that I can do this for you, I may need to schedule a follow up consultation over a cup of tea with you, which would of course be free of charge. Is that OK with you?

4b. PRE-FRAME

Expectations / obligations

Mrs. Jones, you can expect me to be as meticulous and thorough as possible. I will take as much time as needed to assess your needs and to develop a plan that meets your needs as required. We do not do conveyor belt dentistry here . I believe that for us to help patients achieve what they want, our relationship needs to be based on mutual obligation. That's why we created the Patient Covenant, which you would have received in your welcome pack. How does all that sit with you?

4c. PRE-FRAME

Referrals & Reviews

Mrs. Jones, it is really important to me that you have a great experience at our practice. At the end of the appointment, I am going to ask how you found it. I'd really value any feedback you have.

5. SUMMARISE

So to make sure we are on the same page, what's important to you is... (reflect back significant answers to questions)

6. SEGUE

Ok Mrs Jones, before I look at your teeth I just want to look at your medical history to make sure I have all the information so I can treat you safely.

QUESTIONS TO EXPLORE

A. CHIEF COMPLAINT

"I believe you have a"

"Susie, our receptionist, indicated you have a"

"How can I help you today?"

B. DENTAL HISTORY AND PAST EXPERIENCES

"Can you tell me about your previous dental experiences?"

"As you Look back on those experiences, is there anything that makes you think "that made life easier" or"/didn't enjoy that"?"

"How do you feel about being at the dentist today?"

C. DENTAL PHILOSOPHY

"So, from your perspective what's the most important thing about receiving regular dental care?"

"Our goal/ philosophy is (share your philosophy)"

D. PERCEPTION OF CURRENT DENTAL HEALTH

"How do you feel about your oral health at the moment? On a scale of 1-10 how would you rate it?" $\,$

"What factors do you think are responsible for that score?"

"Can you tell me more about that?"

If they have a denture:

"How long have you had it?"

"How comfortable is your denture?"

"On a scale of 1-10 how would you rate your ability to chew?"

"Do you have to be mindful of what you order at restaurants?"

"Do you get food caught?"

"Does it affect your speech in any way?"

"How do you feel about its appearance?"

E. PATIENT GOALS

"Using the same 1-10 scale, how healthy would you like your mouth to be?"

"What does that look like for you?"

"If you had a magic wand and could change anything about your mouth, would you?"

"What would that be?"

"What are your long term goals for your dental health?"

F. CURRENT HOME CARE REGIME

"Can you tell me about your home care routine please?"

YOUR FIRESIDE CHAT

FRAMEWORK

QUESTIONS TO EXPLORE

1. GREET	Chief complaint	Perception of current dental health
2. ENROL		
3. QUESTIONS TO EXPLORE	Dental history & past experience	Patient goals
4. PRE-FRAME		
5. SUMMARISE	Dental philosophy	Current home care regime
6. SEGUE		

10 KEYS TO A GREAT CLINICAL EXAM

	START EXTRA-ORALLY
	ACKNOWLEDGE THEIR CHIEF COMPLAINT
500	USE METAPHORS TO EDUCATE
	FORWARD ANNOUNCE YOUR ACTION
	REVEAL THE CRITERIA TO ENSURE CO-DISCOVERY
- Ç	THINK OUT LOUD
**** ****	SMARTEN DOWN YOUR LANGUAGE
	HEIGHTEN CONCERN
	LOOK PRO WITH TECH
	CONSTANTLY CHECK IN

USE METAPHORS TO EDUCATE

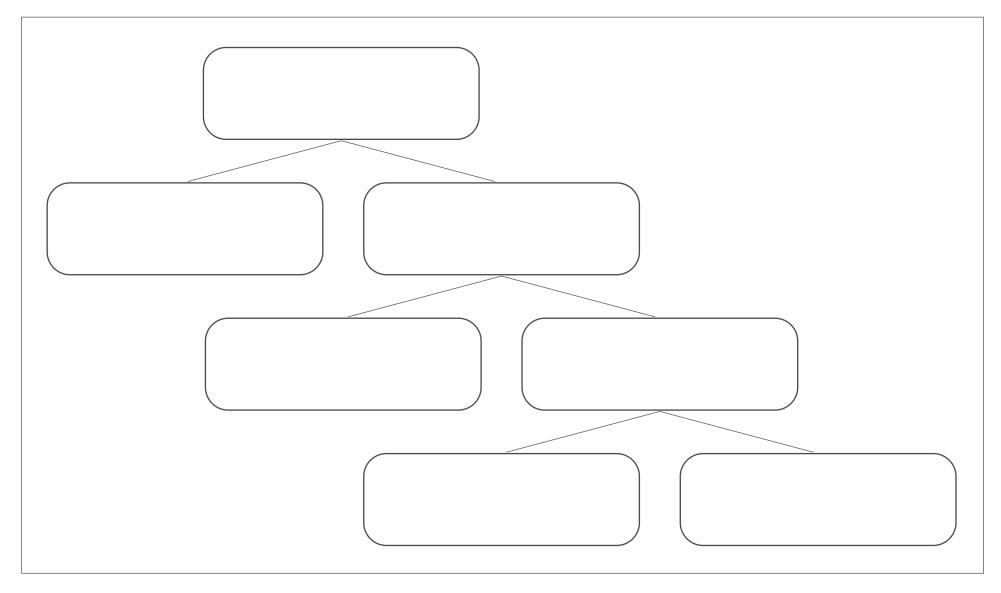
TERM	METAPHOR (its likewhat?)
Crown	It's like a tooth coloured, tooth shaped thimble that sits over the top of the tooth and its role is to wrap the tooth up and protect it from breaking.
Bridge	It's like the Sydney harbour bridge. The teeth either side act as the pylons, we build one prosthesis that spans the 2 teeth and the gap.
Gum disease	Just like having a fence post, the more you have underground, the more stable it is.
Missing teeth	It's like taking a book out of the bookcase and the books on either side of the space tend to collapse inwards.

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USE METAPHORS TO EDUCATE

TERM	METAPHOR (its likewhat?)
Root Canal Therapy	
Dentures	
Matrix band	
Single visit crown	

PRESENTING SIMPLE CASES



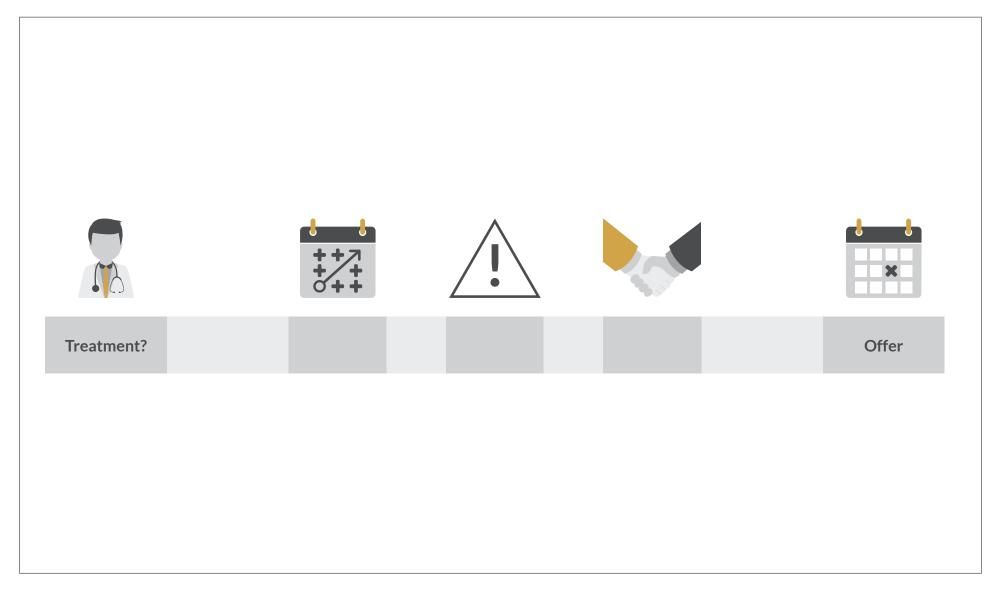
PRESENTING SIMPLE CASES

SITUATION	OPTIONS	INFERIOR
You have a large cavity in a tooth and the tooth has a crack in it.	Inferior: we could restore tooth with direct restoration, sometimes called a filling. Superior: Or use indirect restoration which is made outside of mouth, then cement it into the tooth.	Advantage: This is the cheapest option and can be done in one sitting. Disadvantage: However, the disadvantage is that it doesn't adequately address the crack in tooth and we are asking the filling material to do a job its not designed to do, and its likely to break.
SUPERIOR	TEST POSSIBLE SOLUTION	NEXT STEPS
Disadvantage: When it comes to indirect restorations, the main disadvantage is cost. Advantage: The advantage however is that the restoration is custom made, which means it is an exact replica of what we need it to be. As well as reinforcing the cracked tooth structure, it will be strong enough to withstand chewing forces so it will last longer.	Which one of those do you think would work best for you?	If Inferior: Ok, let's do that. If Superior: So when it comes to indirect restorations there are two types we can do An inlay (inferior) or a crown (superior)

PRESENTING SIMPLE CASES

SITUATION	OPTIONS	INFERIOR
SUPERIOR	TEST POSSIBLE SOLUTION	NEXT STEPS
301 ERIOR	TEST I COSIBLE SOLOTION	NEXTSTELS

ANY 'NO' = SEPARATE CONSULT



OFFER SEPARATE CONSULT

1. REMIND

Mrs Jones, do you remember that I said at the beginning of the appointment that if things were complicated I might need more time to formulate the treatment plan.

2. RECIPROCITY

That's the case here, so I am going to spend some extra time to review your records after work to come up with a treatment plan that meets the needs that are important to you.

3. BUILD VALUE

So you know what I am considering

• (problem + implication x 3)

What I am trying to achieve is

(motivator / concern)

With these cases we get one good bite of the cherry, so we have to get it right from the outset. And the way to do that is have a good plan of attack.

4. MINIMISE RISK

Obviously there is no extra charge for you. I just need some clear thinking time.

5. PROMPT THE BOOKING

What we need to do now is go out and see Mary and schedule a time that works for, ideally it will be this week.

6. REITERATE (If required)

Mrs Jones, as I said (problem + implication \times 3),

There is a variety of things we could do here, and I'm hesitant to give you a definitive solution right now.

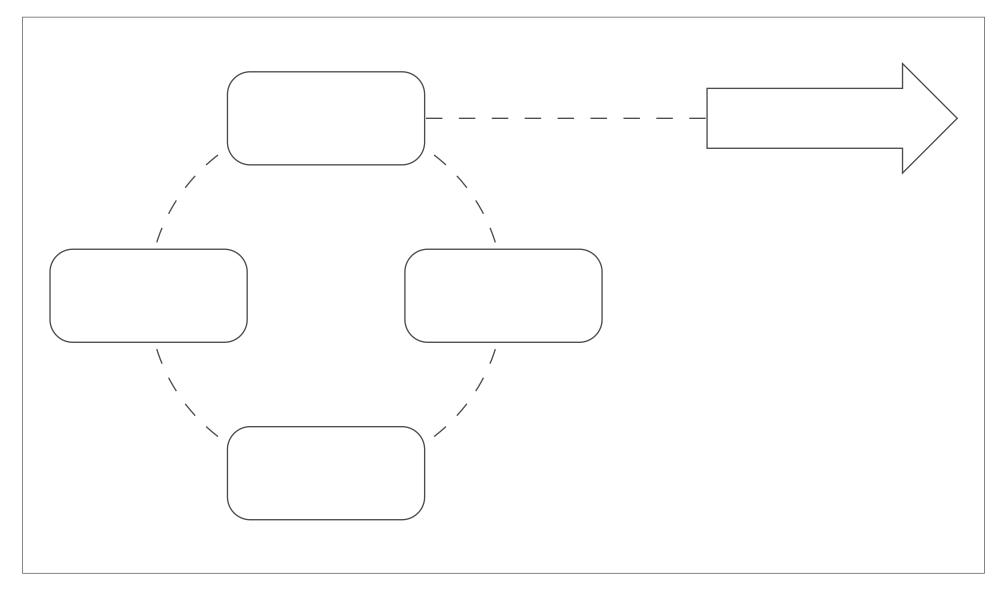
What we have to understand is that we can't change anything in isolation, I really to think about how it effects the full mouth and for that I need some time.

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OFFER SEPARATE CONSULT

1. REMIND	2. BUILD RECIPROCITY	3. BUILD VALUE
4. MINIMISE RISK	5. PROMPT THE BOOKING	6. REITERATE (If required)

MANAGE OBJECTIONS



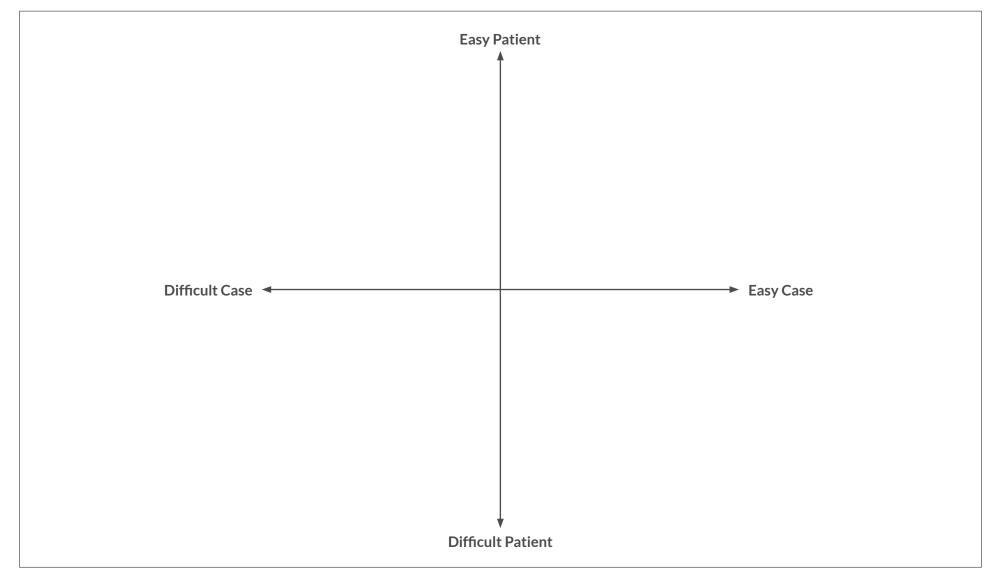
MANAGE OBJECTIONS

YOUR OBJECTION HIT PARADE (what are the 5 most common objections you face in your practice?)	THE 4 MOST COMMONLY USED OBJECTION HANDLING TECHNIQUES
1.	1. Feel, Felt Found "I understand you're anxious about experiencing pain. Other patients have felt this way too. However, what they found was that with today's techniques and anaesthetics, they were very comfortable."
2.	2. Objection is the Reason For Proceeding "That's exactly why you should have the crown. By crowning the tooth we are going to prevent it breaking, and avoid more costly treatment later."
3.	3. Name the Elephant
4.	"It appears you have some concerns about proceeding with treatment. What is it that is worrying you?"
5.	4. Solve the Problem "If we could find a way to fit the treatment into the family budget, would you be happy to proceed?"

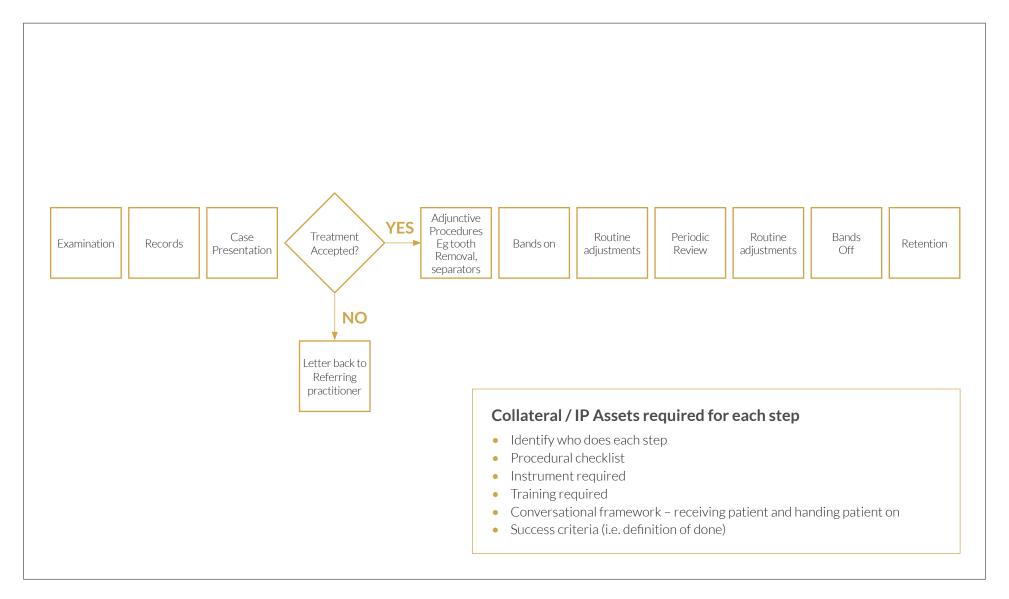


DELIVER EFFICIENTLY

CASE SELECTION

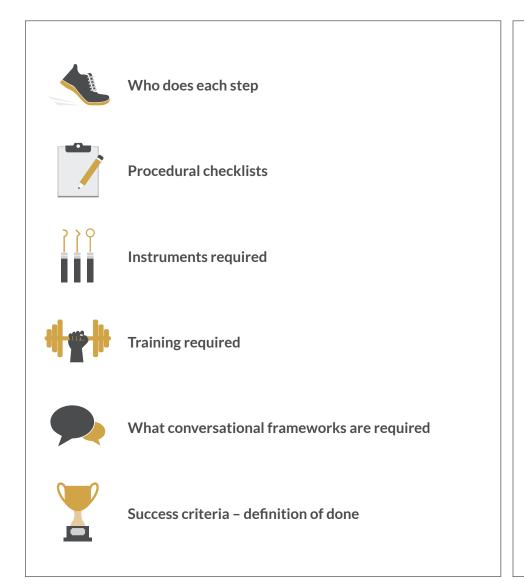


ORTHODONTIC WORKFLOW SAMPLE

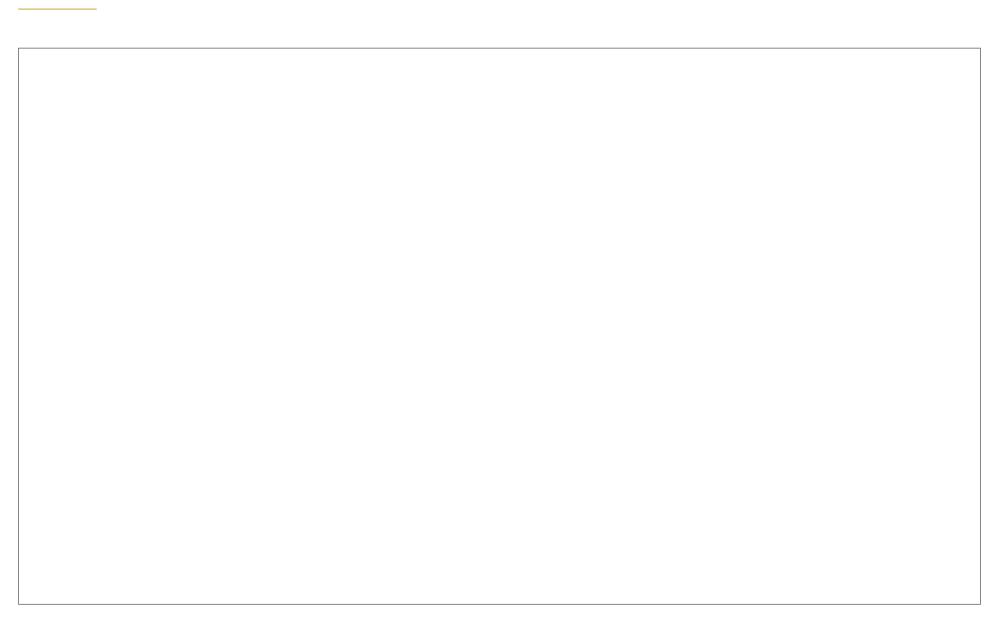


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BUILD OUT THE WORKFLOW



MAP YOUR WORKFLOW



TRAIN THE WORKFLOW

	DENTAL ASSISTANT - TRAINING CHART												
INSERT LOGO HERE		Tasks to be mastered in the first 4 weeks			Tasks to be mastered within the first 3 months								
TASK	RESOURCES	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12
Chairside Assisting													
High and slow speed suction													
Triplex													
Four handed dentistry approach													
Material mixing for all procedures	Procedure list and materials used												
Tray set up													
Surgery stock													
Storeroom stock													
Infection Control													
Room wipe down and preparation for next patient													
Protective barrier application													
Safe disposal of sharps													
Sterilisation process implemented													
Disposal of rubbish	Infection control policy												

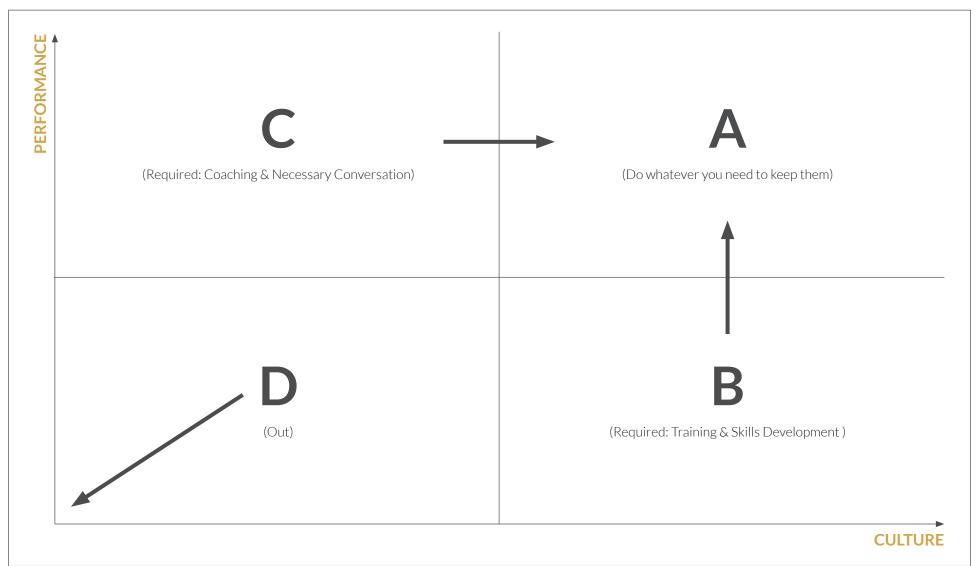
PRODUCTIVITY HACKS

YES	NO	WORKFLOW	Comment
		Map the workflow for different procedures, build the assets & train the Dental Assistant (DA)	
		Use a note taking template (use drag & drop / canned responses)	
		Use your DA to:	
		• meet and greet	
		• write notes	
		• take BW's and OPG's	
		• take and upload photos	
		• take scans	
		• take alginate impressions	
		• pour up models and do basic lab work	
		• design and mill crowns	
		use Dental Monitoring to monitor aligner cases	
		Use your OHT to:	
		provide hygiene treatment	
		• to anaesthetise your patients	
		do restorative treatment in their room	
		• see all kids	
		provide orthodontic treatment within scope	
		Use 4 or 6 handed dentistry to increase speed and efficiency	
		Condense appointment book & use downtime effectively (have a down time jobs list)	
		Complete multiple treatments in each visit - quadrant dentistry	
		Once started, use the bur (or instrument) until completed	
		Use rubber dam to isolate teeth	
		Digital timers for impressions & local anaesthetic	
		Use sedation / general anaesthetic to keep patients still	
		Have all instruments in the surgery before starting – avoid the DA having to leave the room	
		Pre-op occlusal check to reduce time adjusting restoration	
		Utilise a spare dental chair for emergencies	
YES	NO	ADDITIONS	



LEVEL UP

THE PERFORMANCE CULTURE MATRIX



Inspired by Keith Cunningham

DENTIST SCORECARD

OBJECTIVES:

- 1. To ensure every patient on the database is retained.
- 2. To ensure every patient has a future appointment
- 3. To ensure the patient base grows through internal marketing
- **4.** Daily production budget is achieved

AS MEASURED BY:

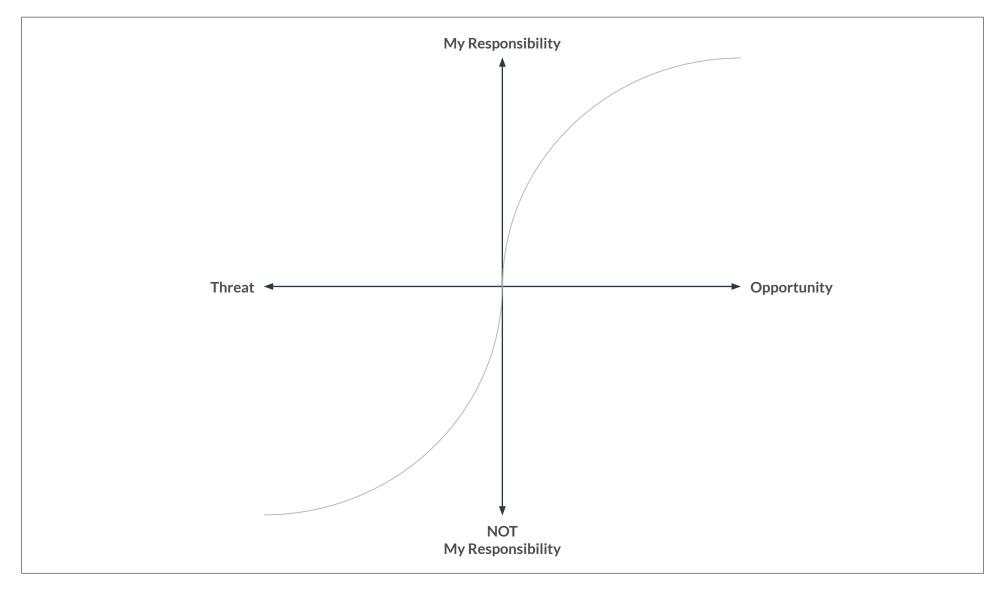
KPI	Standard
Rebooking rate	95%
Recall success rate	90%
Cancellation / FTA rate	<3%
New patients	1 per day
Pre- blocks filled	95%
Daily production	\$xx / day

AND ACHIEVED BY THESE CRITICAL DRIVERS (activities):

Critical Driver (Activity)	Standard
Greet patient by name and explain treatment	100%
Compelling reason to return	100%
Every patient leaves with appointment	95%
Ask for referrals	2 per day
Ask for reviews	2 per day
Present units of production	3 per day
Second consultation for presenting cases	1 per week

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RECEIVING FEEDBACK



RECEIVING FEEDBACK



Promote openness & honesty



Give 100% or your attention



Receive graciously



Query and ask for examples



Be mindful of your emotional response



Use only as a tool for improvement

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MENTORING SESSION AGENDA

1. WINS	2. CHALLENGES	3. WHAT DO I NEED?
What am I proud of?	What headaches have I encountered?	What will help me make progress?
4. CASE REVIEW	5. SCORECARD	6. FEEDBACK
My best recent work & / or something that could have		1 thing done well
been better		1 thing to improve
7. REVIEW TRAINING SCHEDULE	8. SET THE FOCUS	9. RESOURCES
What skills need to be developed next?	Next week & month	What is required to assist me?

MENTORING SESSION PREPARATION FORM

NAME:	CASE TO DISCUSS
	Chief Complaint:
DATE:	
WINS What are you proud of?	History:
	Differential Diagnosis:
CHALLENGES What headaches have you encountered?	
	Treatment Options:
	Questions I have:
WHAT I NEED What will help you make progress?	
	Records to bring: