

EP.6 3 Key Points to Consider When Presenting Treatment

With the correct verbiage you can easily get your patients to say 'yes' to treatment. So many dentists and dental hygienists graduate school with the clinical skills needed to perform their duties, yet not much time is actually spent in school going over HOW to present treatment.

Successful dentistry is 15% clinical and 85% personal skills. What does this mean? Verbiage is not only important, but necessary.

3 Key points to consider when presenting treatment:

1. When presenting treatment, it's always best to start off with the weakness and end on the strengths. Patients tend to focus on whatever you say last. This is actually a principle of influence by world-renowned social psychologist Robert Cialdini. According to Dr. Cialdini, the word "but" says to patients to take the information they just received, put it away and focus their attention on the next thing that you are about to say. Dr. Cialdini states, "The weakness has to go first, otherwise you don't get the proper focus on the strengths." I challenge you to think what your weaknesses might be? Perhaps you are recommending a non-insurance covered service such as fluoride to a patient. Present the cost first and end on the benefits of why they need it.
2. End your presentation with the dual-alternative close. What does this mean? You give them two choices at the end of your presentation and NEVER ask if they want to do the treatment. Example: If you are recommending fluoride, do not ask, "Did you want a fluoride treatment today?" Rather you should say, "Would you prefer cherry or mint flavored today?" Guide them into making a choice.
3. Get on your patient's level when recommending treatment. If you are presenting a perio treatment plan, sit them up, look them in the eye, get knee-to-knee, and use tools to educate them. Do not leave them laying down when you are presenting treatment.

Review these verbal skills with your team and discuss how you can improve your current verbiage.