

EP. 20 Are weak communication skills holding your team back?

Weak communication skills among your team can be a major issue when it comes to treatment presentation and acceptance. You and your team must be able to effectively convey to your patients what is needed and set expectations.

Your Hygiene Team should be the backbone of your practice, but if they lack the confidence to effectively present treatment and motivate your patients to action, you have a “lose-lose” situation: your patients may not understand the gravity of not following through, and you and your team miss out on the revenue.

1. Are your Hygienists offering services in addition to the insurance-paid prophylaxis?
2. Are they using the tools of co-diagnosis to educate and motivate your patients to action?
3. Is there consistency among your Hygiene team regarding treatment presentation?
4. Are they using the Principles of Influence to encourage positive responses to treatment recommendations?
5. Do they use verbiage that allows patients to “wiggle out” of making a decision?

Review these with your team and discuss how you can improve your communication skills.