

** As you know many patients avoid going to the dental office due to fear
- It could be from a bad previous experience or just fear of the unknown*

*Overcoming patient fears can lead to an increase in case acceptance and NP's by referrals

*Utilize Patient Interview Process

Making each patient feel more comfortable starts with a great 5 call. Celebrate the people answering the phone when they receive 5*. It is making a difference for you!

*Help fearful patients become more comfortable by considering the 5 senses:

- See - what do they see when they enter the office or the operatory?
- Smell - What do they smell in the office? Dental materials or baked cookie?
- Hear - Can they hear the drill or the HVAC as soon as they sit down? Instead - TV, relaxing music? Do you offer Headphones?
- Communication/Utilize patient interview - values and barriers. Do they like a lot of information or more bottom line? Understand the fear. Calm the fear.
- Taste - Do you offer various flavors of fluoride? Do you have a beverage station or offer them a beverage? Comfort through taste - calming teas.
- Feel - What does it feel like in your space? Do you offer a blanket, message chair? Paraffin wax, etc? Scary dental pics or nice art work/family?
- Do they feel in control - "raise your hand if you need me to stop" / Stop Signal, offer them the ability to hold the saliva ejector, etc.
- Utilize the comfort Menu

*Sedation Options - Nitrous, Valium, IV

*Maybe they would feel less fearful if they could bring some moral support with them?

*Patients may say no to treatment because of fear but tell you it is because of Budget!

*Do they think their hygienist is a stabber on the first visit? (Verbiage is important) Inform before perform. Open, honest, communication can calm fear and build trust. Always remember it is about how they feel when they are in your office. Not about what you do.

We sometimes get into a routine and we forget our patients are fearful. Take time to go thru your office and look from a patients point of view. Use the 5 senses... How are you doing? Don't skip the things that comfort your patient when time runs behind or you do not think they are fearful. Even a patient that is not fearful will love the comfort you provide.

*Use testimonials / Social Proof - Show how you have been able to overcome other fearful patients