

Intro:

- * Name
- * Who you are -role at SI
- * We want to Welcome to you to “another episode of the Hygiene Profit Leaders Podcast”

Today on our Podcast we will be discussing the Importance of Patient Education.

Patient education is important as it promotes many things but today let's look at why patient education Promotes patient-centered care, increases case acceptance/compliance, builds trust and increases patient referrals.

1) Patient centered care:

We have learned from Dr. Chaldini that when a person is involved and both parties are working towards a common goal most are more likely to move forward.

There is - No arm twisting

From the time we answer the phone thru the NP experience and patient interview our patients are getting the message we are patient centered. It is all about them - and what they value or what might be a barrier for them.

Once we show them that we care and liking has been established, we have earned the right to help them get to what they need. This leads us to how patient education can lead to case acceptance.

2) Case Acceptance: Many of the tools we use to educate patients, will increase case acceptance. Understanding the WHY and WHAT we do to get them healthy helps a patient to make an informed decision. In a few minutes we will talk about some of the tools that help us educate and promote case acceptance, but once a patient understands through education they are more likely to comply.

Comply with the treatment we recommend, the frequency of their visit, and the home care tools that can help them reach their goals.

3) Trust: Patient education leads to TRUST. So all of you would agree trust is a big one. When we trust someone we are more likely to move forward with what is recommended. Utilizing patient education tools helps us to increase trust to the highest level. Confused patients do not “buy”. Educated patients have a level of trust that encourages them to follow our recommendations. Recommendations like: home care, products to use, frequency of visits and in the office procedures they need. Patient education helps them understand why and what they need leading to a trusting relationship.

4) Referrals: I know... you are thinking how in the world does patient education lead to more referrals! Educated patients value the care you provide and they want to tell others about you!