Episode 10

There’s No I in Case Acceptance

* Verbiage Is Key!
	+ - * + The words we use either create value or de-value what we are saying
				+ Don’t sugarcoat their disease or infection- speak terms patients understand
				+ We have to create so much value that we are shocked when patients don’t accept our treatment recommendations
				+ Patients need to understand what they stand to lose if they do not accept treatment
* We Don’t Recommend Anything Patients Don’t Need!
	+ - * + We are preventative health care providers, you can’t prevent something that is already there
				+ Every treatment we recommend is a benefit to our patients
				+ Over 80% of patients want to hear what their hygienist recommends
* Case Acceptance Is a Team Effort
	+ - * + Assistants are the most trusted team member
				+ Doctors are the least trusted team member
				+ Hygienists and Assistants should be setting the Dr. up for success and preheating patients for possible treatment recommendations
				+ Consistent verbiage and recommendations is the key to success