



HIGH IMPACT COMMUNICATION: WORDS TO *USE*... AND WORDS TO *LOSE*

Is your method of communication causing patients to say 'No!' to dentistry?

Are your **cancellations** and **failed appointments** on the rise?

Are **accounts receivable** figures *growing* while **case acceptance** is *decreasing*?

Understanding 'what to say' and 'how to say it' is the first step toward practice success. Explore effective communication techniques for **improving scheduling and reducing open time, increasing case acceptance, and fine-tuning financial arrangements.**



Poor communication can result in complications with patients and even team members. It may be simple to *identify* where we have difficulty communicating in the practice, but *converting* difficult situations into positive ones - that's another story. Learn protocols and systems for *retraining* the troublesome patient (including knowing *when it's time* to release a patient from your care.) Discover how to **recognize and resolve difficult situations** with patients, insurance companies and even your own team members.

PARTICIPANTS WILL LEARN:

- Develop *effective verbal strategies* for scheduling and reducing open time
- Improve success with confirmation phone calls
- *Prevent* cancellations and failed appointments
- Establish written protocols to *ensure effective implementation* of systems
- *Facilitate* discussions involving financial arrangements
- Guide patients to pay *sooner* rather than *later*
- Make successful collection calls
- *Reduce* accounts receivable
- Determine when it's time to release a patient –and *how to do it*
- Identify *hidden* traits that provide clues to the motivation behind challenging behavior



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