

Do you find that you're constantly chasing new patients?

What if it could be simpler than that?

What if new patients are only a small factor in the practice growth equation?

Shift your practice-building efforts to those that work! Discover best practices in *new patient acquisition and retention, case acceptance, and patient loyalty*. In this highly actionable session, Genevieve Poppe shares philosophies and practices for solidifying your team and understanding their critical role in building a thriving practice.



LEARNING OBJECTIVES:

- Understand the lifetime value of a new patient
- List and define the steps for converting calls and inquires to new patients
- Describe practices that raise unnecessary barriers and obstacles to case acceptance
- Define techniques for presenting care recommendations that increase case acceptance
- Address existing patient cancellation policies and improve recare reminder systems
- Learn to solicit referrals and strong reviews naturally and comfortably

Suggested Audience: Dentist & Team, Practice Owner **Suggested Format:** Full or Partial Day; Lecture, Workshop

From “What Now?” to “How Can I Wow?”

MINDSET

Each new patient inquiry represents the potential for practice growth, even the *‘price shoppers’*. The lifetime value of a single missed opportunity can cost the practice thousands of dollars. Discover techniques to shift your mindset, embrace the inevitable questions, and gain confidence in converting new patient leads. Discover if your policies are creating roadblocks to new patient conversion. Explore the simple, proven steps that allow unscripted, authentic patient interactions.

Creating Conditions for Case Acceptance

PATIENT EXPERIENCE

All things being equal, patients accept treatment from clinicians they know, like, and trust. All things being *unequal*? The same. In our industry, we tend to lead with clinical competence/expertise and overlook the significance of rapport and trust. Well-intentioned teams often create obstacles that hinder case acceptance. Discover where the disconnect is in your process and gain tactical considerations for success.

Keep ‘em Coming Back for More

RAVING FANS

Building connection and commitment to the practice is a team effort that pays off in numerous ways: Reduced cancellations, strong retention, referrals, and glowing. Participants will learn systematic, predictable, and repeatable ways to improve performance on every measure of patient loyalty.

