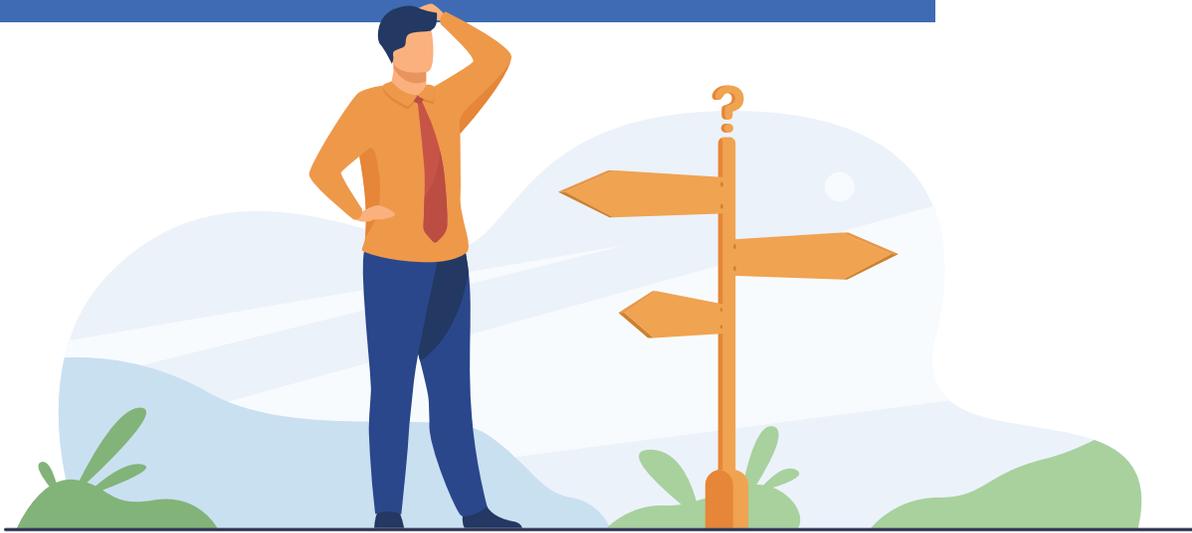


7 Effective Ways to Increase Dental Case Acceptance

Move your patients to **yes** by building an emotional connection, focusing on the positive benefits of treatment, and making it easy for them to afford the treatment they need.



Patients can be challenging. They know they need your services, but when it comes time to accept treatment, they may balk.



In this guide, you'll discover the 7 best ways to increase case acceptance, including how to:

- Create a positive experience
- Build an emotional connection
- Identify potential roadblocks
- Deliver information based on the patient's personality type
- Help patients overcome concerns about cost
- Give the right message at the right time
- Focus on quality of life, not quality of teeth



Nationally, only about 34% of presented restorative treatment is accepted, according to [Jarvis Analytics](#). That means that for every \$100,000 in presented treatment, only about \$34,000 is completed.

Create a Positive Experience



Your patients are forming an opinion of you long before they actually meet you. They may have seen one of your social media posts or visited your website. Something about your practice inspired them to take action and choose to come to see you instead of a competitor.

Perhaps it was the ability to learn more about your practice through a live chat that convinced them to schedule an appointment. Maybe it was an excellent review that they read online. People value companies that make it easy to accomplish their goals, and they want to do business with people that they like and trust. The process of creating a positive relationship starts before they ever walk in the door.

One of the easiest ways to increase case acceptance takes only a few minutes and doesn't cost a dime. Assign a team member to identify your biggest cases for the next day, and have the dentist or hygienist make a quick call to say they're looking forward to seeing them, have reserved the time on their calendar, and wanted to see if they have any questions before their appointment. Most of the time, the clinician will reach voicemail, and that's fine. The goal is to create a personal connection, show that your team goes above and beyond, and generate goodwill.



76% visit practice website before scheduling

[The Diamond Group](#)



92% feel satisfied after using live chat

[Zendesk](#)

Build an Emotional Connection



People are driven by how they feel. That's why it's so important to build an emotional connection with your patients from the moment you say hello.

It can be harder to establish that connection when everyone in the office is masked. An easy way to show your friendly personality is to wear a name badge with your picture on it, just as many doctors and nurses are doing at hospitals around the country.

Every interaction with every team member will influence how the patient feels about your practice. Start building rapport by asking the patient about their day, or giving a compliment if you think it will be received well. Then transition into asking questions about their visit, displaying your natural empathy and compassion.

Great Questions to Ask

- ② What brings you in today?
- ② How is that problem affecting you?
- ② Is it causing any pain or sensitivity?
- ② Is it impacting your ability to eat what you like?
- ② Does that make you feel self-conscious at all?
- ② Have you talked to another doctor yet about this?
- ② What did that person tell you?
- ② How do you want to feel once the problem is fixed?

Once the patient has shared the information, you can show that you were closely listening by restating the patient's main symptoms, concerns, and desired outcome. That establishes clear communication and reinforces an emotional connection.



95% of purchasing decisions are subconscious

[-Gerald Zaltman, Harvard Professor, Inc.com](https://www.geraldzaltman.com)

Identify Potential Roadblocks to Treatment



There are three main concerns that keep people from moving forward with treatment: financial concerns, the time commitment, and fear.

By identifying any of these early on, you can address the concern and increase the likelihood of case acceptance.

Questions to Uncover Potential Obstacles

- What are some of the questions on your mind before we take a look at what's going on?
- Just so I have a good understanding of your timeline, how quickly would you like to solve this problem and restore your quality of life?
- Is there anything else I should know before we get started?

By asking questions, you can find out if there's a special event coming up or another factor that could influence the urgency the patient feels. Then you can pass that information along to the doctor.

If the patient brings up the potential cost before the exam, that's normal. Saying something as simple as, "I completely understand. Fortunately, we have a lot of options to help people fit the cost of the care they need into their family budget. We even have monthly payment plans available. Would that be something you might be interested in and I'll make a note of it?"

\$2,300

Average New Patient
Treatment Plan

Source: [Jarvis Analytics](#)

\$1,200

Average Existing Patient
Treatment Plan

Source: [Jarvis Analytics](#)

20%

Average same-day case
acceptance rate

Source: [Jarvis Analytics](#)

Deliver Information According to the Patient's Personality



Every patient is different, but they typically fall into four personality types. By identifying the patient's personality type, you can predict how they may react to the information you need to share with them—and adjust the manner in which you deliver it.

Type-A Personality

This type of patient is results-oriented and appreciates promptness, efficiency and getting to the point quickly. When you show that you respect what's important to them, they are more willing to agree to treatment.

This personality type:

- Sounds like they're in a rush
- May be multi-tasking or checking their phone
- Can sound demanding, abrupt, or rude
- May interrupt you or cut you off as you're speaking
- Doesn't ask a lot of questions

How to present treatment:

- Say "I want to respect your time while making sure I answer any questions you have."
- Focus on the bottom line, not a lot of details
- Project confidence in your treatment plan
- Highlight the option that will yield the desired results most quickly and efficiently
- Avoid making generalizations
- Focus on the patient's specific problem and proposed solution

Friendly, Outgoing Personality

Friendly and outgoing people value relationships deeply and will be more likely to want to do business with somebody they like and trust.

This personality type:

- Smiles, laughs, and jokes
- Asks how your day is going
- Calls you by your name
- Will volunteer information about why they came in
- Will volunteer information about what's going on in their life

How to present treatment:

- Stay friendly and warm and give the patient your full attention
- Nod to show you're listening and ask follow-up questions
- Say, "That's happened to me, too!" or "I completely understand."
- Refer to patients in humanizing terms, such as: "I helped a gentleman who had this exact same issue and here's how we solved it."
- Focus on the positive outcome and avoid overloading with details

Deliver Information According to the Patient's Personality

Quiet & Shy Personality

The majority of people are quiet, reserved, or nervous when they come into the dental practice. Using a gentle tone, simple language, and reassuring words will increase their confidence in accepting treatment.

This personality type:

- Appears quiet, shy, or nervous
- Doesn't volunteer a lot of information
- Responds to questions with few words
- Lived with the problem for a while before gathering the courage to come in
- This person may say, "What would you like to know?"

How to present treatment:

- Reassure the person that they've come to the right place
- Praise them for coming in and taking the first step to restoring their oral health
- Share that what they're going through is common and that you've helped many people just like them solve this type of problem
- Speak in a gentle, soothing voice
- Use reinforcing language such as, "If my mom/sister/child had the same issues that you're having, I would tell her to..."
- Make them feel safe and that they're making a good decision
- Explain in simple language what will be involved and set clear expectations
- Understand they may not accept treatment during the appointment and follow up with a phone call from the clinician to say, "I was thinking about our conversation today and just wanted to see if you had any questions that you thought of after you left. I know I can help you have the smile that you want."

Inquisitive, Detail-Oriented Personality

People who are detail-oriented want to understand exactly why the treatment is needed, why this recommendation is better than another course of action, and what to expect. This personality type values accuracy, expertise and competency, and feels more in control when they have information. Anticipating their questions, allotting extra time for answers, and guiding the conversation back to how they'll feel once the dental work is complete will persuade this type of patient to accept treatment.

This personality type:

- Asks a lot of questions
- Keeps pushing for details
- Doesn't commit quickly
- Takes up a lot of time

How to present treatment:

- Allow additional time for questions
- Understand their questions stem less from fear and more from curiosity
- Focus on facts and details and provide in-depth information
- Use patient education materials such as pictures, videos, or brochures
- Be patient, persistent, and diplomatic
- Don't act offended or annoyed by their questions
- Redirect the conversation toward treatment acceptance by saying, "We'll go over every step when you start treatment. Is there anything else you need to know today about how this treatment will accomplish your goal of having a healthier smile?"

Help Patients Overcome Concerns About Cost

The number one way to increase case acceptance is to train your team on how to confidently and compassionately discuss the cost of treatment.

First, everyone on the team needs to believe that the dental practice's prices are fair and patients will receive a tremendous value for the service they receive in your practice. In many cases, the treatment can even be life-changing.

Your job is to let patients know they're getting an incredible deal, that your doctor is awesome, you stand by your work, and the investment will be completely worth it!



Many practices have a book of before-and-after pictures that they show patients before discussing price. It reminds people of why they came in the first place: to improve their appearance, confidence, and quality of life.

Second, ask the patient to tell you what would be their ideal treatment. For example, would the patient prefer a traditional denture or one that is implant-retained? This keeps them thinking about the benefits of treatment and how it will positively impact their lifestyle.

Third, ask the patient, "Did you have a particular amount in mind to invest in your teeth so you can improve your quality of life?" A follow-up question could be, "Would it help to break it down into monthly payments?"

Fourth, everyone should be committed to finding a solution to help the patient receive the dental care he or she needs. This may involve prioritizing care into stages: urgent and less urgent. Then you can focus on finding ways to make each stage affordable.

Last, always reassure the patient that cost is a common concern and that your team has helped many people just like them to be able to afford the care they need and deserve.

Options to Make Dental Care Affordable

- Dental benefits
- Monthly payment plans
- Third-party financing
- Health savings account
- Flexible savings account
- Credit cards
- Low-interest rate loans
- Scaling back other expenses, such as restaurants

Give the Right Message at the Right Time



There may be legitimate reasons why the patient can't say "yes" to treatment immediately. In those cases, establish what they need to in order to move forward.

Provide patient education materials

If the patient needs to discuss the treatment plan with another decision-maker, such as a spouse, then provide a brochure, article, intraoral pictures, or other information that the patient can share.

Schedule a telehealth follow-up appointment

Schedule a time for a 10-minute virtual appointment between the patient and the doctor to review the plan and answer any questions the patient thought of. This is also an opportunity for any other decision-makers to join the call and understand the benefits of the proposed treatment plan.

Create follow-up emails

Sending a friendly email saying the doctor asked you to check in with the patient can move the patient toward scheduling. The first email may be sent a few days after the appointment, then a second one about a week later, and then a third one about two weeks later. The messaging should always reflect the doctor's concern and the desire to help the patient improve their quality of life.

Follow up when financial situation eases

Many patients want to start treatment but may have to wait until they pay off another expense first. By gently asking if the patient has any other bills that could be paid off soon, thereby freeing up funds for their oral health, you leave the door open for starting treatment.

In all situations, remain understanding and use reassuring words such as, "I understand. That makes sense. Here's how we can work together." That helps diffuse any embarrassment the patient may have and keeps the focus on solutions.

Focus on Quality of Life, Not Quality of Teeth

People make decisions with their hearts, not just their minds. One of the best ways to increase dental treatment acceptance is to have your patients imagine a future where they can smile confidently, especially in family pictures or on Zoom. Or perhaps they want to be able to eat steak or corn-on-the-cob again. Paint a picture with your words about how the care you're able to provide will improve their quality of life, not just the quality of their teeth.

Let them know that you can't wait to help them have the smile they deserve—and to add their picture to your book of success stories so they can inspire other people to change their lives for the better, too.

ABOUT SIMPLIFEYE

Simplifeye is the country's leading expert in digital front desk workflows designed to help patients from scheduling through payment.



AMPLIFY 24/7 LIVE CHAT

Simplifeye's team of Smile Specialists convert your website visitors into appointments by responding within 7 seconds. They can either schedule directly into your PMS or collect all the relevant information to send to your team.



ONLINE SCHEDULING

Think of it as OpenTable for your patients. Simplifeye's flexible scheduling feature integrates with your PMS and allows your practice to tailor availability for all providers with just a few clicks.



AUTOMATED PAYMENTS

Process in-office transactions, send text-to-pay invoices, and create monthly payment plans with 0% merchant fees. There's also an online payment portal you can add to your website.



CONNECT TELEHEALTH

Simplifeye's HIPAA-compliant, easy-to-use teledentistry platform enables providers to see patients virtually, accept payments and consent, and maintain a high level of patient satisfaction.

Discover how Simplifeye can help your practice increase new patients.