

DocTalk

A Periodic Newsletter for Participating Dentists and Their Staff

February
2012

Office Manager Exclusive

Office Managers Deliver Quality Care Beyond the Chair

For many people, the thought of going to the dentist instantly causes tenseness and anxiety. As an office manager, you play an important part in putting your patients at ease.

Even for patients who aren't phobic about dental treatment, their experience can be enhanced by positive interactions when discussing treatment and while in the reception area.

The time before and after dental treatment is crucial to whether or not your patient would say they had a good dental visit or a bad one. Focus on these three points and your patients will be smiling more than ever.

Treatment Planning

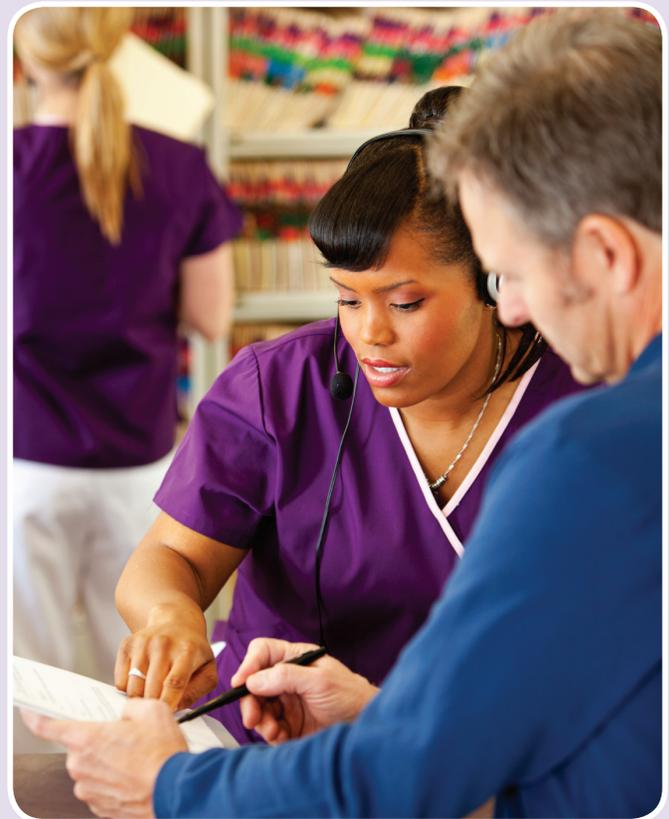
Consider displaying your patient's benefit schedule along with their treatment plan or bill. This way your patient will know they are being charged precisely according to their benefits. To avoid any confusion, it's best to get their agreement in writing.

Personal Attention

Go the extra mile to make sure each of your patients feels like they are the most important part of your practice. Be attentive to their non-verbal cues and if they seem uncomfortable, ask them about it.

Confirming Satisfaction

When you have finished working with a patient, make sure they understand any recommended treatment, ask if all their questions have been answered and if they are happy with how things went for their visit. ■



Keeping your Patients Happy

Most grievances are caused by patient misunderstanding and a feeling of not being given choices. If you can err on the side of over-communicating, you will inspire confidence in your patient and cause them to feel empowered and assured that they are cared for and they are in control of their treatment options.

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Online Reputation Management

Inspire confidence in your patients without saying a word

As an office manager, you have the opportunity to take control of your office's online reputation to monitor, respond and influence people online. When patients can see for themselves what others say about your practice, they feel empowered and confident in the quality of their dentist. Patients will come to your office feeling inspired instead of hesitant.

Over the past year, we have offered tips and information to be aware of your online reputation and grow your business through digital word-of-mouth. Online reviews cannot be ignored as an important influence on people's decisions.

Even people who are just looking for directions to your office on Google Maps will be shown a star rating and user reviews, so it's all-the more important to keep tabs on what is being said. Here are a few tips:

1. Respond whenever you can to both positive and negative reviews. This shows an interest in patient experience.
2. Always remain professional. Appearing defensive and combative can be worse than writing nothing.
3. Encourage patients to review your office if they are pleased with their treatment or your service. ■



Language Assistance to Serve Your Patients

Remember, Dental Health Services has language assistance services available for its limited English proficient members. For Spanish-speakers, Dental Health Services Member Service Specialists are certified translators and will be able to help your patients understand their treatment. Additionally, some documents are available translated into Spanish.

During regular business hours, Monday-Friday 8am -5pm, you will be able to speak directly to us by calling 866-756-4259. After hours, you can still connect by following a few directions on the phone.

If a member declines language assistance translation services, it's good practice to note it in the member's chart for future reference and documentation. ■



Dental Health Services

A Great Reason to Smilesm

www.dentalhealthservices.com

205 SE Spokane Street, Suite 376 | Portland, OR 97202
Tel 503-281-1771 | Fax 503-968-0187 | Toll Free 800-400-0347