

DocTalk

A QUARTERLY NEWSLETTER FOR
PARTICIPATING DENTISTS AND THEIR STAFF
FROM **Dental Health Services**

10 ways to keep your patients smiling

Build stronger patient relationships with these simple steps

A satisfied patient is one that comes back to your office, year after year. Make sure you're putting your best foot forward by doing the following:

1. Practice phone courtesy. Speak clearly and be alert. Act interested, friendly, and cheerful. Be polite, and try to keep interruptions to a minimum.

2. Greet your patients when they come in the door. Let them know that you recognize them, that they matter, and that you care.

3. Keep waiting patients informed. Cut down frustration levels. If people know why they are waiting, they will be more tolerant of the delay. If the wait is to be extremely long, consider alternatives in scheduling.

4. Introduce yourself. Giving people your name is a friendly gesture that relaxes patients and lets them know that you hope for a relationship based on mutual respect.



5. Call your patients by name whenever possible. This gives them the sense that they are unique and being served personally.

6. Be prepared. Preparation prevents confusion and mistakes, improves patient confidence, and leads to better scheduling and increased productivity.

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Be featured in our next DockTalk newsletter!



Just submit a bolt of wisdom about how you and your office staff uniquely make your patients happy. Also, let us know what topics you'd like to see in the future—if your topic is used, we will highlight you and your dental office in that issue and you can look forward to receiving a special reward from Dental Health Services delivered to your office. A prepaid return envelope has been included for your convenience.

QUESTIONS OR COMMENTS? CONTACT US!

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7. Inform them about what you are doing and why. Your patients have a right to know what is happening. Uncertainty creates fear and anxiety, while information enhances cooperation.

8. Provide clear and adequate instructions. Provide concise but complete instructions as to where your patient should go, or what they should do. Confusion is always counterproductive.

9. Respect their privacy. Realize that speaking loudly about a patient's problems, or discussing them in front of strangers, may cause tension and anxiety. Patients need to know that information about their lives will be kept in the strictest confidence.

10. Ask patients for their questions, educate. Offering information can ease anxieties, make it easier for patients to help themselves, and allow them to make more informed choices. Patients need and expect to be treated as people who matter.

These tips can be used by everyone in your office, from receptionists, to treatment coordinators, assistants, hygienists, and dentists. They can help keep your patients smiling — and returning.



Your Patients Are Talking

To all of our participating dental offices: **thank you!** As the comments below show, our members recognize and appreciate the excellent care you continue to provide to them!

"My dentist is thorough, competent, demonstrates extraordinarily good work, and has a great staff! I couldn't be more pleased with my dental care!"

Dale Carter
Satisfied plan member

"Our Dental Health Services dentist is perfect! He always explains what he is doing beforehand and really listens to us. The office is immaculate and is truly a comfortable place to be. We can't say enough about our dentist and his staff!"

Jane Brown
Satisfied plan member

How can we help you?

Do you have questions regarding Dental Health Services' **Quality Assurance Program** or any other services we provide?

Your Service Specialist is available to answer all of your questions!



800.223.4347 saves you time — call today!

Your time is valuable. To help you work as efficiently as possible, call Dental Health Services' toll-free member eligibility hotline at **800.223.4347** the next time you need verification. You will save time by gaining immediate and direct access to our member database on this fully automated line. **800.223.4347** is also the best way to receive faxed eligibility confirmation, as well as member-specific plan information—all you need is your provider identification number. Should you need additional assistance, Service Specialists are also available 8:00am to 5:00pm, Monday through Friday to answer all of your questions.