

SACRAMENTO DISTRICT DENTAL SOCIETY CONFERENCE

PRESENTS

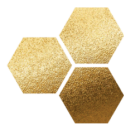
POWERFUL STEPS TO REDUCE CANCELLATIONS

Presented by:

Debbie Seidel-Bittke, RDH, BS

Founder / CEO

Dental Practice Solutions



Dental Practice Solutions

DECIDE • EMPOWER • GROW

Powerful Steps to Reduce Cancellations

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1. Understand the Root Causes of Cancellations

Key Concepts:

- The difference between scheduling failure and value failure
- Common clinical and non-clinical drivers of cancellations
- The role of uncertainty, fear, time perception, and financial ambiguity

Put this into action:

- Identify the top three cancellation patterns in your practice. When and Why, etc.
 1. _____
 2. _____
 3. _____

2. Patient Values

- How we help patients value dental care:
- Risk communication: what patients hear vs. what clinicians say:
- Why patients say “yes” and still cancel:
- Understand short-term convenience vs. long-term health priorities.

Put this into Action:

- How does your team currently communicate the value of preventive and therapeutic care?

3. Motivational Communication

- Value-based communication
- Use words to improve clarity, patients’ confidence and trust in you, their provider

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How to use Motivational Interviewing:

1. _____
2. _____
3. _____

Example:

4. Systems That Support Scheduling Success-Practice Profitability

The R2R System

What:

When:

Who:

Where / When to Use and What / Where to Document:

How to Use:

Write the R2R:

Last Minute Communication / Verbiage

Example:

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Chronic Abusers of your “Change of Appointment Procedure”:

Example:

Implementation Strategies

- Set expectations from the very first interaction
 - Implement a fair and effective “Change of appointment procedure”
- Schedule time to practice conversations
- Craft confirmation and reminder messages to boost commitment
 - Leverage technology (automated reminders, waitlists)
 - Align confirmation messaging with clinical value
 - Use the 3-3-3 rule for confirmations
 - Have tools, scripts and a plan for chronic abusers
- Practice as a team
 - **For example:** Patient says they don’t know their schedule, etc. or _____
 - Patient calls last minute to cancel due to _____:

What can you do differently?

- Use scripts and practice as a team using these
- Create incentives that encourage commitment
- Measure and optimize your no-show rate

Action Plan

- List two changes or additions to your current system that you can implement:
 - 1. _____
 - 2. _____
- Identify one long-term scheduling system improvement that will reduce cancellations:
- What is one immediate improvement you can start to do this week?

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Key Takeaways

- Your system must be clear
 - Have written systems and use for training purposes (Use when training new employees and also use as refresher training during monthly team meetings)
 - All NP's and, annually patients must read and sign your **"Change of Appointment Procedure"**
- Every member of your team must know your systems
- Communicate with patients **YOUR** office expectations

EXAMPLES OF YOUR OFFICE EXPECTATIONS:

1. _____ 2. _____ 3. _____

- Patients must understand *why* dental care and prevention matters
 - Every team member uses the same words
 - Stop using words (such as "*cleaning*" or "*tooth decay*") that are not description and words that do not add value to the patient

Examples of Words to Use:

- | | |
|---------------------------------|--|
| ○ Don't say: Cleaning | Say: Preventive Care, Hygiene Appointment, etc. |
| ○ Don't say: SRP | Say: Gum Disease, Gum infection or _____ |
| ○ Don't say: Tooth decay | Say: Hole in your tooth, crack or broken _____ |
| ○ Don't say: | Say: |

- Offer incentives to patients for "Showing Up!"
- Systems should support your patients. They do not replace relationships

Reflection & Notes

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<< Your Logo Here >>

We are very happy that you have chosen our dental office and look forward to caring for your total health throughout the many years to come. We feel that every patient deserves to have a smile they can be proud of.

Recommended visits. Your long-term overall health is very important to us and we know it is to you as well. Considering your overall health and the need for preventive care, we stress that you keep your scheduled appointments to eliminate disease and any unnecessary pain.

We understand that illness, emergencies, flat tires, bad weather occur and, sometimes *life just happens*. Our team will always do our best to serve your needs; however, we request that any appointment changes are made within ___ hours.

Office Procedure and Fees:

- Changing or rescheduling an appointment with 48 hours or more notification is no charge.
 - ☐ We ask that you only call to change your appointment during our business hours.
 - ☐ If you must call after hours please call doctors after hours # at: XXX-XXX-XXXX.
- Failure to give 48 hours' notice during our normal business hours will incur a \$ ___ charge or 10% of your treatment fee.
- Please note that we do not accept appointment changes by voicemail, email or text message.

Definition of "Broken Appointment":

A broken appointment is when you:

- Changed or rescheduled appointment with less than 48 hours' notice.
- Arrived 15 minutes into your scheduled appointment.
- Do not show up for a scheduled appointment.

We appreciate your understanding and consideration regarding our appointment procedure and if you have any questions or concerns, never hesitate to ask us.

<< YOUR PRACTICE NAME HERE >>

I have read and understand the above-mentioned policy.

Patient Signature (Parent or Guardian, if minor)

Date

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Thank you for attending! You are greatly appreciated!

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