A no-nonsense approach

Everyone talks about meeting and exceeding customers’ expectations yet it is rarely achieved. Despite it being inexpensive to implement and requiring only the most basic of approaches, it is rarely well executed in practice in this country. However, achieving true customer satisfaction probably generates the greatest return of any sales or marketing activity a practice can undertake.

To address this yawning gap, Lina Craven of Dynamic Perceptions is staging a series of two-day workshops this autumn aimed at the entire team. During the course, participants will learn how to create and deliver the kind of culture, processes and practices that underpin an effective new patient process and truly utilise the role of treatment coordinators.

Lina set up Dynamic Perceptions after arriving from the USA, where the role of treatment coordinator is highly valued, to find that no such function existed in UK practices. She set about educating dental professionals about the benefits of improving the efficiency and profitability of the practice by training members of the team to become treatment coordinators. As a result the practices saw an upswing in case acceptance ratios and a marked improvement in patient satisfaction and recommendations.

The two-day workshops Lina is running are designed for practices looking for ways to maximise the effectiveness of their team and keen to introduce the role of treatment coordinator. They are equally applicable for anyone new to the role looking for ways to fully embrace their new function.

There are three parts to the workshop and in the first, delegates will learn about the function and benefits of a treatment coordinator; those best suited to the job and their roles and responsibilities. Phase two addresses the customer and sets out to explore what the ‘new’ dental patients of today expect; how to meet and exceed their expectations; to understand the true nature of the products and services practices provide and the role of the entire team in the new patient process.

Stage three tackles the business approach needed by the dental practitioner and treatment coordinator from the verbal skills needed to provide a powerful case presentation; the techniques that break down barriers before and after case presentations; how to create a winning patient journey; how to utilise technology for enhanced case presentations and finally how to schedule the treatment coordinator into the practice appointment diary for maximum benefit.

Delegates will be able to earn 10 hours of verifiable CPD over the two days of the workshop which are taking place in the autumn:

- Orthodontic practices: September 1st and 2nd - Henley on Thames - Hotel Du Vin
- Dental practices: October 14th and 15th - Henley on Thames - Hotel Du Vin
- Dental practices: October 13th and 14th - Belfast - Stormont Hotel
- Orthodontic practices: October 16th and 17th - Fast - Stormont Hotel

As places are limited and with entire teams attending, reserving a place early, before the summer break, is strongly recommended.

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