Make shoppers stop shopping

By Roger P. Levin, DDS

More than most dental specialties, orthodontics has always had shoppers. However, the down economy has made people even more sensitive to price. As a result, people are shopping around for the lowest fee more than ever. To turn ortho shoppers into starters, orthodontists must recognize that effective case presentation is essential to building patient trust.

Through our Total Ortho Success™ consulting program, Levin Group has demonstrated that case presentations by highly successful ortho practices share five common characteristics. All top-producing ortho practices:

1. Use a dedicated treatment coordinator. An orthodontic treatment coordinator allows the practice to provide a better experience for patients and parents without taking up too much of the clinician’s time. A treatment coordinator can improve customer service and enhance case acceptance, but his or her performance must be measured against results to ensure optimal effectiveness.

2. Get to know the patient first. Asking questions about the patient’s background is key to building a strong relationship. Subjects of interest can be school, athletics and extracurricular activities.

3. Explain treatment. And that means far more than simply mentioning the clinical details and the timeline for treatment. Emphasizing the benefits of treatment is critical to motivating parents (and patients) to commit.

4. Answer questions and inspire confidence. Questions from parents and patients are inevitable. It is at this stage that trust is built with the practice. The orthodontist should be perceived by patients and parents as knowledgeable and enthusiastic. Enthusiasm spreads to patients, which will create confidence. The more confidence patients have, the more trust they develop for the practice.

5. Finalize with the treatment/financial coordinator. Once questions have been answered, it is time for the orthodontic treatment coordinator or financial coordinator to handle financial matters. The clinician’s time should be limited to treatment issues.

Conclusion

Why should patients and parents come to your office? By making an effective case presentation to patients, the practice has the opportunity to add sufficient value and gain case acceptance before the patient visits (or decides to visit) other offices.

When patients develop a sense of trust in your ortho practice, their shopping ends at your office!

Ortho Tribune readers are entitled to receive a 20 percent courtesy on Dr. Roger Levin’s next Total Ortho Success Seminar being held Jan. 28 and 29 in Las Vegas. To receive this courtesy, call (888) 973-0000 and mention “Ortho Tribune” or e-mail customerservice@levingroup.com with “Ortho Tribune Courtesy” in the subject line.

Dr. Roger P. Levin is founder and chief executive officer of Levin Group, Inc., the leading orthodontic practice management firm. Levin Group provides Total Ortho Success™, the premier comprehensive consulting solution for lifetime success to orthodontists in the United States and around the world. A third-generation dentist, Levin is one of the profession’s most sought-after speakers, bringing his Total Ortho Success Seminars to thousands of orthodontists and ortho professionals each year. For more than two decades, Dr. Levin and Levin Group have been dedicated to improving the lives of orthodontists. Levin Group may be reached at (888) 973-0000 and customerservice@levingroup.com.