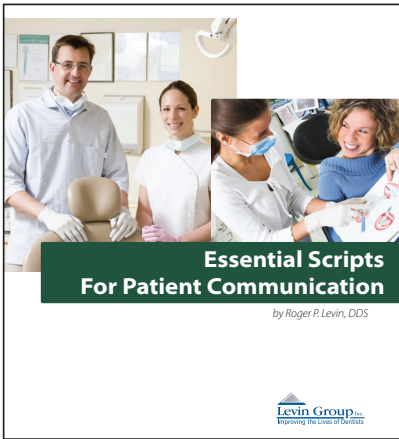


# EXCERPT

## From Dr. Levin's Book **Essential Scripts for Patient Communication**



*Help your team say it right... every time! Every patient interaction is an opportunity for your team to shine. Enhance your team's verbal skills with these essential scripts. Give your team the tools that will "WOW" patients time and time again!*

### Treatment Plan Presentation

#### Introduction

Excellent verbal skills are critical to providing exceptional customer service. The use of the effective scripts can help your team enhance their verbal skills. This book was created as a resource that can be read and studied by every member of your dental team, and any new individuals who join your practice over the years.

Naturally, you will want to revise some of the scripts to fit your office policies. Let this book serve as a training guide for you, your team and future staff members. *Essential Scripts for Patient Communication* will make a huge difference in the success of your practice.

#### Treatment Plan Presentation

There are certain key verbal skills that can be used when treatment planning takes place. One of the most important is to ask questions and assess the patient's interest level for the services you want to provide.

#### Script

**Doctor:** Ms. Martin, how can I help you?

**Patient:** Well, Dr. Lewis, I was interested in improving the condition of my mouth.

**Doctor:** Are you having any specific problems at this time?

**Patient:** Yes I am. I have some soreness in this area ...

**Doctor:** I see. Is there anything else?

**Patient:** Well, yes. To be honest, I don't like the way my teeth look when I smile.

**Doctor:** Well, Ms. Martin, there are many things we can do to help you. First of all, how long have you been experiencing soreness?

**Roger P. Levin, DDS**  
Chairman & CEO  
Levin Group, Inc.



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**Continued On Back**

**Patient:** Oh, for about two weeks now.

**Doctor:** I assume you want to alleviate the soreness as your first priority?

**Patient:** Yes, I do, but I would like to have my front two teeth fixed.

**Doctor:** Ms. Martin, that is no problem. However, let's take care of the discomfort first. The reason you are having discomfort is that you have a broken tooth in the back right area. After we restore that tooth for you, we can then proceed with the cosmetic dentistry necessary to improve your smile.

**Patient:** That would be wonderful.

### **Summary**

You may have noticed that the patient in this case has specific dental needs. The dentist addressed those needs through the use of questions to determine the patient's interest level in having dental care performed. The patient also expressed an interest in cosmetic dentistry. Although the need-based dentistry takes top priority, the dentist sets the expectation for the cosmetic procedures at a later time.

The first step in a treatment presentation (in particular, an elective one) is to assess the patient's motivation level. Once the patient has demonstrated interest, you can then create excitement for the patient by offering an enthusiastic presentation that will help the patient recognize the benefits of the treatment.

Try to remember that many people who come to the dentist are reluctant patients. Your goal is to make them feel good about their decision to make and keep the appointment. Let the patient know that the people in your office are glad that they are there.

This script is not intended to be memorized and recited word for word. Revise a script so that the speaker is comfortable saying what needs to be said. Role-playing with the scripts is an ideal way for members of the office team to learn how to express themselves in various conversations with patients.

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Essential Scripts for Patient Communication *contains scripts for every situation that will greatly improve practice productivity and help doctors and staff interact well with patients. **Retail Price \$149.00.** Order your copy today at <http://store.levingroup.com> or call 888.973.0000.*