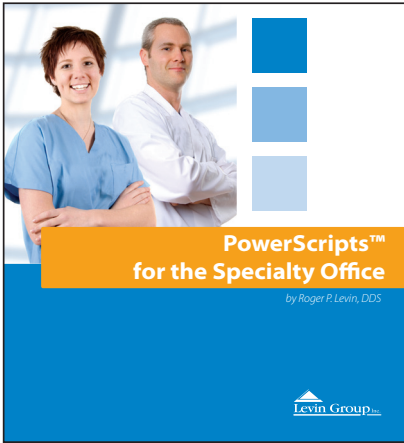


# EXCERPT

## From Dr. Levin's Book **PowerScripts™ For The Specialty Practice**



*“PowerScripts™ give you and your team the verbal skills needed for total practice success.”*

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



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### Asking General Dentists For Referrals

Today, specialists must become adept at asking for referrals. It takes more than just being an acquaintance to motivate a general dentist to refer. In some cases, it seems there is no rhyme or reason to a general dentist's refusal to refer patients to specialists.

Asking for referrals should be handled tactfully and carefully, so as not to alienate the general dentist, but to motivate him or her to refer. Try the following script with a general dentist in person:

#### **Script 1**

**Specialist:** Dr. Jones, the patients that I have seen from your practice are a pleasure. You are obviously a very fine dentist and committed to the excellent care of your patients. I would really appreciate the opportunity to interact with your office more often. Is there some way that we might be able to work together more frequently?

**General Dentist:** Well, my practice has been a little bit slow and I don't have that many patients to refer.

**Specialist:** I can understand that, Dr. Jones. I just wanted to let you know how much I would enjoy working with you and your patients. I'm sure you and your patients will be extremely happy with the treatment received at our practice.

What about general dentists who only refer to other offices? If you have made numerous, yet unsuccessful, attempts to increase referrals from these general dentists, this is the time to be a little bolder—but not unpleasantly aggressive.

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### **Script II**

**Specialist:** Dr. Jones, I've really enjoyed treating the patients you referred to me. It would be wonderful if we had more opportunities to work together. Naturally, I don't expect to see all of your patients, but I was wondering if there might be a chance for us to work together a little more often. I would like you to see how well my staff and I will treat your patients and how comfortably we can work with you.

**General Dentist:** Well, I guess I could. You know I have someone that I've worked with for several years, and I refer a lot of my patients to that office. I just wanted you to know that.

**Specialist:** Of course, and I understand that you have good relationships and things have been going well. All I really want is a chance to work with you, show you how happy we can make your patients, and be able to endorse your treatment plan for those same patients. As you are aware, my staff and I are committed to high levels of quality care, customer service and to a team approach. Our office will support you in any way we can. We want to confirm the treatment you plan to perform for your patients. Just let me know the restorative treatment plan so that I can support you.

### **Summary**

This conversation is meant to make the general dentist think about to whom he or she would like to refer patients. Although these scripts indicate that a referral relationship already exists, they also demonstrate the specialist's willingness to endorse the general dentist or help the general dentist achieve his or her practice goals.

In your case, this may be enough to motivate the general dentist to have a change of heart and begin to refer more patients to your office. To whom would you refer if you were a general dentist? To the existing specialist who may be taking your referrals for granted, or to the specialist who is clearly willing to endorse you?

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PowerScripts™ for the Specialty Practice *contains over 50 scripts that specialists and their staff need to increase practice productivity and efficiencies.* **Retail Price \$149.00.** Order your copy today at <http://store.levingroup.com> or call 888.973.0000.