

EXCERPT

From Dr. Levin's Book **Effective Training Scripts for Ortho Treatment Coordinators**



The OTC must be able to communicate well. In fact, the treatment coordinator has to be the best communicator in the orthodontic practice.



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Maximizing the Potential of Your OTC

Maximizing the Potential of Your Treatment Coordinator

It's critical that any patients who walk into the practice become starts. The treatment coordinator must be completely focused on those new patients. These patients have to be carefully handled when they call, when they enter the office and finally, when they hopefully accept treatment.

The OTC must be able to communicate well. In fact, the treatment coordinator has to be the best communicator in the orthodontic practice. We have had clients who don't necessarily have the most outgoing personality but the practice's starts and their number of new patients are enormous. How do they do it? With an expressive treatment coordinator who can communicate well.

OTC Responsibilities

It's time to go back into the exam room and spend some one-on-one time with the parent and child or the adult patient.

This is a critical part of the consultation... where patients develop their strongest relationship with the treatment coordinator. Keep in mind that the goal is for the treatment coordinator to handle most of the case presentation process, thereby decreasing the time that the orthodontist has to spend with the patient.

The treatment coordinator should:

- Provide education
- Build a relationship
- Create an image of superior customer service
- Close the case

The treatment coordinator should be careful to refer to the doctor making the diagnoses and prescribing treatment. In fact, the treatment coordinator should say good things about the orthodontist and build up the orthodontist in the eyes of the parent and the patient. By doing so, orthodontists are seen as an expert with excellent quality and terrific skills who do not have to "sell" themselves.

The treatment coordinator provides essentially a "third-party" endorsement of the orthodontist for the parent and the child. The fastest way to develop a relationship during case presentation is to get to know people on a personal level.

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Gear questions to the audience. If dealing with children, go with questions like:

- Do any of your friends go to the practice?
- Where do you go to school?
- Do you play sports?
- What kind of music do you like?
- Where is your favorite place to go on vacation?

Relate their experiences with others in the practice. For example, "Oh, we have a patient who plays the violin just like you," or, "We have another 15-year-old varsity football player who is in braces!" Varsity and junior varsity male athletes can be one of your toughest prospects because they might think they won't look tough enough wearing braces. By relating them to another athlete in the practice, you've got a terrific opportunity for them to recognize that their peers are wearing braces as well.

You also want patients to relate to your practice. For example, if the child says, "Oh, I go to the Ronald Smith School," you might say, "That is great! We have a number of patients who go there!" Statements like this will increase the patient's comfort level with the practice and build the foundation for trust.

The personal relationship is far more important than the professional relationship ever will be. After all, patients and parents are going to be involved with you for a minimum of two years. For most people, this sounds like a very long time. Naturally, they really want to feel comfortable with this relationship. A treatment coordinator who develops a good relationship is one who is increasing production for the practice.

Beefing Up Your Observation Program

Next, it's time to begin thinking about family, friends and relatives. The treatment coordinator needs to find out if there are any other siblings in the family. If there are, the treatment coordinator should make it immediately clear to the parent that those children are invited and should come for an initial no-cost exam. If they do indeed look like they would eventually need braces, these patients are placed into a regular recall program and brought back every six months. There are no fees for these observation patients because the cost is already included in the fee paid for the sibling or friend about to have treatment.

The treatment coordinator should explain the benefits of the observation program. The treatment coordinator should have models to show how interceptive orthodontics can make a difference in the overall treatment of patients by achieving faster results. Also, find out if there are any relatives or friends that they want to refer.

*Give your ortho treatment coordinator a valuable tool for success with this groundbreaking new book from Dr. Roger P. Levin. Detailed scripts and analysis illustrate effective ways to maximize the new patient experience. **Retail Price \$149.00.** Order your copy today at <http://store.levingroup.com> or call 888.973.0000.*