

SUCCESS GUARANTEED PROTECT PAYMENTS AND YOURSELF

Business coach Jane Lelean reveals how guaranteeing your work can increase acceptance levels

Did you become a dentist because you wanted to make a difference? To improve your patients teeth, health, smiles and overall their lives?

Would you agree that a really rewarding and fulfilling and good day at the practice is characterised by the help you can give and the difference you can make? Do you feel fulfilled and that your practice is worthwhile when you are able to relieve somebody of intractable pain, clean your patients' teeth so that they can smile with confidence, fit some cosmetic dentistry or provide orthodontic treatment to reveal your patients' inner beauty or diagnose a cancer and save a life? It is the ability

to transform and change people's lives by changing people smiles that makes dentistry such a rewarding profession.

Despite having the ability to transform smiles and lives are you also frustrated and despondent when your patient turns down the 'perfect' treatment plan that you know is the answer to their problems, will relieve their pain, improve their dental and general health, make them more attractive and improve their peace of mind and confidence? What is the impact on your practice and your family, when patients consistently don't agree to and buy the most appropriate treatment for them? In this article I'll be sharing with you one of the most successful and ethical ways that you can build your practice, enhance your reputation and increase both your financial and patient numbers on a consistent basis.

WHY GUARANTEES?

One of the most effective ways that trust is created is by guaranteeing a product or service, thereby increasing the speed and likelihood of sale. When your patients trust you, they are more likely to refer their friends, families and colleagues increasing your patient numbers, because you work has a guarantee it has greater perceived value and you can justifiably charge more.

When my clients have introduced guarantees to their patients they have found that the quality of their work has increased, as they are less likely to offer compromised treatment plan options that they think have a high likelihood of failure, instead because of the guarantee that only offer treatments that they know are going to serve and benefit their patients for the long-term.

To summarise, some of the reasons why you should introduce guarantees into your practice are:

- Rapidly increases trust
- Increases the speed of a decision
- Increases treatment plan uptake

- Improves the quality of your work
- Increases your credibility
- Differentiates you from the local competition
- Increases the perceived value of your dentistry
- Enables you to charge more
- Increases the number of referrals.

HOW TO PROTECT YOURSELF

Every dentist I speak to, will do all they can to repair and replace the failed restoration to keep their patients happy, and I often speak to many dentists who will repair and replace treatment many years after it was fitted even if the patient has not attended since the work was completed.

How can you model best practice in other successful industries and create win/win guarantees for your patients and your practice?

For example, to all my coaching clients I offer the double your investment guarantee or your money back, because I'm so confident in the content and processes I share with my clients, that when they implement them, increased fee generation, increased number of patients, improved staff performance, less stress, better work-life balance is guaranteed. The key is the implementation, so my guarantee, quite reasonably, remains valid if my client is committed to making the required changes and takes the actions that they have committed to within the timeframe they have chosen. Many of my clients that have introduced formal guarantees on their treatment have found that they have dramatically increased the treatment plan uptake, new patient numbers and their monthly incomes by formalising conditions that validate the guarantee, just as car dealership does. Examples of conditions of validation may include some following, especially if you're guaranteeing a full-mouth rehabilitation:

- Attending for routine examinations



Dr Jane Lelean, international business coach and trainer is the only dentist outside the USA who is accredited by the International Coach Federation as a professional certified coach. Jane uses her experience as a dentist and practice owner and her skills as coach and trainer so that when you work with her you can make your good practice great.
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every six months, or another recall period recommended by your dentist

- Completing treatment recommended by your dentist within three months of it being advised
- Attending for your routine hygiene maintenance appointment with the hygienist or dental health educator every three months unless another maintenance period is recommended by your dentist or hygienist
- Completing hygiene and preventive treatment recommended by your hygienist with three months of it being advised
- You attend all scheduled visits
- Following the recommended home-care routine, that may include daily fluoride applications, use of floss, interdental brushes and an electric toothbrush
- Following the recommended dietary advice, sugar to be consumed a maximum of three times a day and only at meal times, elimination of all fizzy drinks and acid fruit juices from your diet
- Only using your teeth for biting and chewing food, never use your teeth to open bottles, crack nuts, open packets, tear sellotape etc
- Wearing your mouthguard nightly if recommended to wear one and ensure that it is replaced annually
- In the unlikely event that your treatment requires attention within five years, you attend as soon as you notice something is not right.

Once you have decided on how long the guarantees are valid for and you have defined the criteria which ensure that the guarantees remain valid, the next thing to do is to communicate this to your patients and prospects.

BE REMUNERATED PROPERLY

Do you remember in the summer of 2012 there was the scandal of a number of cosmetic surgery practices which had provided breast implants which later proved to be made of industrial grade rather than medical grade silicon. Did you feel it was the moral obligation of the surgeons to remove the implants if their patient wanted it, free of charge, or did you think it was right that patients had to pay the second time or even you and I to pay because the bill was picked up by the NHS? Sometimes treatment does go wrong, fails or doesn't work as you anticipated and in such instances the professional action is to provide replacements and repair free of charge. For you to be able to do this without suffering financially, you will need to assess the likelihood of failure, cost of repair and replacement and build this into your fee structure.

What I've found with my clients is that once we have guarantees in place, and this is explained during the treatment plan presentation the level of investment that you ask your patients to make seldom becomes an issue particularly if you offer payment plan alternatives. Remembering that when you

are discussing fees the likelihood is that in your patient's head is a voice stopping them from buying treatment saying 'That's expensive'. If you show how inexpensive it is compared to something else, before the patient vocalises their objection aloud, the voice will go away and the patient is likely to buy the treatment. What have they got to lose, you're guaranteeing the work anyway? An example of a comparative price would be, implants to an everyday item. Many of my clients are happy to guarantee their implants for 15 years and will charge £3,000 per unit which means that the lifetime of the guarantee the implant is only £0.55 a day - significantly cheaper than a Starbucks coffee, newspaper, or packet of crisps or any other item that your patients buy on a day-to-day basis without thinking about the money.

I am sure you can now see how formal guarantees in your practice are a useful way to improve levels of trust, increase treatment plan uptake, patient numbers and fee revenues in an honest, ethical and professional way.

If you are interested in introducing treatment guarantees into your practice and would like some help or would like to know more about how dental business coaching can help you generate more money, more patients, better quality treatments and less stress and a better work-life balance, you can contact Jane on 07989 757884 or Jane@theInstituteofdentalbusiness.co.uk

To ask a question or comment on this article please send an email to: PPD@fmc.co.uk

