

Amplify Practice Production with At-Home Products

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One of the fastest and most efficient ways to increase practice production levels is to offer at-home products within your practice. Providing the right service mix will increase patient satisfaction, draw new patients and lead to greater profitability. The key is offering products that are going to greatly benefit patients.

Levin Group recommends following these strategies to effectively introduce and promote at-home products, such as WaterPik® dental water jets, power toothbrushes or fresh breath products into your practice.

Here are the strategies to boost practice production through at-home products:

1. **Maximize your hygiene time**—have hygienists introduce products to patients during the hygiene exam, while demonstrating how they work. Ensure that the hygienist focuses on the benefits of the product and avoids technical and clinical jargon.
2. **Rely on scripting to present products to patients**—your scripting should be full of *power words* and *benefit statements*.

Power words are enthusiastic words that create a positive energy and are used at the beginning of sentences. Words like *great*, *terrific*, *wonderful*, *fantastic*, *super*, *awesome*, etc. Dentists can no longer afford to simply make analytical or clinical presentations.

Benefit statements focus the message on what the patient wants—the benefits he or she will derive from purchasing the product. If you follow the simple Levin Group principle of never telling a patient what you want, but always telling them why they would want to purchase the product, you will begin to understand the essence of *benefit statements*. Benefits statements go hand in hand with demonstrating how the product works for the patient and allowing them to see just how beneficial the product can be.

3. **Market Your Services**—Hang posters and patient testimonials about the at-home products you offer in the reception area. You should offer these products to your staff at a discounted rate, so that they are enthusiastic about discussing the benefits with patients and are able to speak from personal experience.
4. **Sell products at a discount**—Make at-home products worth purchasing at your practice by selling them at a small discount for your patients. Compared to retail stores, your products will be lower priced but still sold at a price that allows you to make a reasonable profit.

Selling at-home products benefits both the practice and the patient. The patient gains access to outstanding products that will greatly benefit their health at a discounted price, and through a practice they can trust. With this kind of access to outstanding products, like WaterPik® dental water jets, your practice enhances customer service simply by providing these products at a discount.

Conclusion

At-home products are a great way to enhance your service mix. Through the proper communication skills and marketing of these products, your practice can see elevated production levels in a very short period of time.