

When Promoting New Services and Products... PowerScript™!

By Roger P. Levin, DDS

The last thing you want patients to feel when visiting your practice is that they are being “sold” on a treatment. Showing patients how much you care about their oral health is critical to case acceptance success. And, no matter what service you recommend... superior case presentation always hinges on one seemingly obvious factor—strong communication.

Only through effective and empathetic communication will patients feel your practice considers their oral health a priority. They must gain a sense of trust in your practice and realize the quality in the service or product.

Levin Group clients increase case acceptance by using PowerScripting™—a powerful communication method based on the following key principles:

- **Highlight Patient Benefits**

What’s in it for patients? What will the service or product do for their oral hygiene and overall oral health? All benefits must be emphasized to keep the patients interested. It’s equally important for all staff members to understand the benefits of every service because the entire team plays a role in case presentation.

- **Use Power Words**

Although they may seem incredibly simple, words like “great,” “fantastic,” and “terrific,” will help build a sense of enthusiasm with patients. Another “power” technique is using clinical proof to build value for services. For instance, in the case of Waterpik®, mentioning that the dental water jet removes 99.9% of plaque biofilm from the treated area within three seconds of use (as proven in clinical studies) is a great way to instill value. Such details make a tremendous impression on patients, while offering significant credibility for the product or service.

- **Keep it Consistent**

Scripting trains the team to consistently provide accurate information to patients. If one team member presents the case to a patient and that patient asks another team member about the product during checkout, the messages must be consistent. Through scripting, staff members can learn how to respond appropriately and effectively to any patient inquiries about a service or product.

- **Role-Play**

Role-playing as a training technique allows your entire team to learn their scripts for different situations. It instills greater knowledge about all the practice’s services, while increasing confidence in presenting treatment information to patients.

- **Enhance Verbal Skills**
Use a portion of monthly staff meetings to build stronger verbal skills. During these meetings, review and refine the scripts with each staff member. This is an opportune time to role-play, as mentioned above, and address any concerns or existing challenges with the current scripting.
- **Use Your Own Words**
Scripts should serve as a guide to patient interactions. Staff members should use their own words, paraphrasing the scripts, so that the essential information is communicated to patients in a natural and positive way.

Conclusion

Scripting can change the way your entire staff communicates with patients for the better, no matter what the service or product. By remembering these key principles, case acceptance will escalate to a new level.