

OFFICE TOURS:

GET THE MOST OUT OF YOUR TECHNOLOGY INVESTMENT

When new patients visit your practice for the first time, they come with a unique set of experiences that may or may not lend to comfort with doctors and hygienists. In fact, our years of research and feedback indicate that the fear of pain and fear of cost are the two main hurdles to even getting a patient through your front door.



But once they are in your reception area for their inaugural visit, it's time to start building credibility, because at the end of the day, they need to trust your ability to meet and exceed their expectations. And one great way to do that is through an office tour.

If you're confident in the technology in your office, and the service and support behind it, this is a golden opportunity to help expose patients to the investment you've made, and why it may eventually be a benefit to them.

YOUR UNIQUE OFFICE

Your office is one of a kind. However, your new patients don't know that yet. Determine what areas or pieces of technology in the practice showcase your philosophy of care. Get together with your team and make a list of all the stops you would like to include in your office tour, then choose the top five and practice doing the tour with your team.



HERE ARE A FEW TOUR STOPS WE LOVE:



CEREC machine – If you have one of these gorgeous CAD/CAM milling units, patients will love the idea of seeing the machine in operation – many say it’s akin to watching your car move through a car wash. Plus, the alluring idea of same-day dentistry will stick in the mind of any brand-new patient.



Treatment center – If you have the opportunity, be sure to swing by an operatory to show off your high-tech treatment center. Patients love to hear about the incredible functions, whether you want to highlight the massage function, incredible comfort and support, or the fact that it can save patient settings so no adjustments are needed. Turn a patient’s hesitation into anticipation.



Cone beam or intraoral cameras – Many patients are bitewing-averse, and still expect traditional X-rays when they arrive. Show them that those days are over with your intraoral camera or cone beam unit. Explain the comfort and ease of use, and the fact that they’ll see results quickly, and have a comprehensive look at their teeth. It’s well known that using an intraoral camera directly impacts treatment acceptance; there is nothing like seeing examples of completed dentistry to help them see the value. Later, you’ll find that showing a patient their dental needs in great detail will increase the likelihood that they understand your recommendations.

Again, we want to stress the importance of practicing tours with members of your team – it’s truly the only way to get comfortable talking about equipment and technology so patients feel completely at ease with your modern approach to dentistry.

BUILDING CULTURE

The best way to help move your office in the direction of doing regular tours with new patients is to communicate your vision, and then reinforce it in team meetings. Once your office staff understand how awareness and comfort lead to treatment acceptance – and ultimately, better health for every patient – you’ll see them not only perform tours more often, but also take an active role in refining the process.

Your office staff will notice one other thing, too, over time: patient loyalty. When patients have greater awareness of the many advanced ways you’re able to treat them, and

they experience your excellent care, they’ll begin to bring family members, and they’ll tell their friends. Our research shows that patients generally represent around \$10,000 in revenue over a 20-year period. This includes standard hygiene, clinical care and referrals.

One great experience can turn one patient into many more. The office tour not only sets a friendly, approachable, and credible tone, it creates a wonderful opportunity to propel your practice forward into greater success.