



C3ResultsGroup
Clear Complete Compelling

**When Dentists
want Results**

1 (800) 710-7273 www.c3results.com

Patient Reactivation



When a new Dentist joins the practice

Patient Reactivation

Reactivation of Patients after New Doctor Purchases a Practice

Purpose: To reach patients who may not have met the new Dentist who purchased the practice and “invite” them to get back on track with preventive dental care.

Idea: Offer these patients whatever new patient incentive you currently have going (if any) such as complimentary exam, xrays, or whitening. After all, they are really a new patient!

If you have paper charts:

First: Separate the charts into two sections. The top section will be patients who have an appointment in the future either in recall or with the Dentist. This may require you to purchase a second set of alphabetical dividers. The easiest way to do this is to have one person at the wall of charts, and one on the computer or in the appointment book.



If you are paperless:

If you have the previous Doctor’s patients in your database, you can run a list of patients who have not been seen since the new Doctor purchased the practice. You will then print this list, or if you have Eaglesoft, import them into In Contact so you can work this list from there.

Now comes the fun!

The first key to your success is to consider this a “numbers game”. Remember in Dental Boot Kamp we told you that you couldn’t be everyone’s dentist? Well, it is the same thing here. **Some will, some won’t, so what...NEXT!**

What you are trying to do is “invite” people to come try out the new dentist. If you are having to “talk them into it”, you are working too hard to convince someone. These folks will be the first ones to no show or cancel short notice, so resist the temptation to do this. **The spirit in which you perceive these calls is crucial.** Imagine you are throwing a great party and just want to invite those who really want to be there. Remember, you will be **creating the future of the dental practice with these people**, so if they were a “turkey” with the old Dentist, don’t call them!

Patient Reactivation

Verbal skills:



Hello Mr Patient, this is _____ from Dr. New's office, formerly Dr. Old's office. How are you today? Do you have a minute? We are reviewing our records and Dr. New asked me to give you a call. Have you seen a dentist since you were last in to see Dr Old on _____? (date of last visit)

If they have NOT seen anyone else:

Mr Patient, Dr. New would like to invite you to come in for a preventive visit to meet him/her and get to know him/her and our new team members. (if any) Your records are still here and will be updated at that time; does this make sense to you? If yes, go ahead and schedule an appt!

If they HAVE seen another dentist:

We understand, Mr. Patient. How is it working out for you at the new office? Are you comfortable there? We just want you to know if at anytime that changes, we would love to see you as a patient here. Would you like us to inactivate your chart at this time?

RE: Insurance changes:

Very often, when a new Dr purchases a practice, he or she will not continue a contract to accept a lower fee from an insurance company. You may have patients who ask, "Does he/she still take my insurance?" You will need to have a list of those insurance companies with whom Dr. Old had contracts with and inform yourself of the changes enough to speak confidently about it.

Basically, the general rule is: "We can bill any insurance, the question is, do they take us?"



Patient Reactivation

If you know the patient was on a plan with Dr. Old that Dr. New has elected to discontinue, you say, "We are now an unrestricted provider with MetLife/Blue Cross/etc." When the patient asks, "What does THAT mean?" (And they will), you say, "What that means, Mr. Patient, is that you and Dr. New get to make the decisions about your dental health now, not the insurance company. You are now in the driver's seat when it comes to what type of procedures you have done, and what materials are used to restore your teeth. Is that what you want for your health?"

If the patient asks, "How much is that going to cost me?" (And a lot of them will), you say, "Very often, there is not much difference in your out of pocket costs, would you like me to do some research for you?" Your annual dental benefits typically don't change much. Most patients just want to be sure they are getting what they have coming to them in benefits, is that what you are most concerned about?"

If Mr. Patient says he will look for a dentist on his plan:

Say, "I understand, Mr. Patient that you are making a decision based on financial considerations. Please let us know whom on their list you decide to see so we can assist you in transferring your dental records. Mr. Patient, can I ask you one favor though? If, when you get to your new office, you find you are not receiving the quality of care you have come to appreciate here, **will you** give us a call? We are always happy to welcome our good patients back when this happens.

The most important thing is to keep a **10 on your forehead!** If a patient says no, it is not **you** they are rejecting! They have just made a decision to let an insurance company decide their healthcare. If you are positive, and remain confident and pleasant, a lot of these patients will discover for themselves that the offices who have to rely on insurance contracts to stay in business are not where they want to be.



Patient Reactivation

Suzanne Black, her partner Mike Black plus their team of Top Results Coaches will transform your approach to Communications, Management and Marketing. With their 23 year track record they have helped dental practices, medical practices and over 30 different other industries achieve success.

They know that the Key to Results is clear, complete, compelling communication, leadership and management. They work with teams all across the United States and Canada to implement their proven systems for communication, practice management and marketing. Clients report increases in productivity, collection, increased recare effectiveness and most of all — quality of life.

With a history of making a difference in people's lives coupled with strong, effective communication training and management structures...C3's clients soar.



C3ResultsGroup
Clear Complete Compelling

"Dedicated to empowering clear, complete and compelling marketing systems, team communication and client/patient relationships in professional practices so they grow, prosper and fulfill the Leaders' Vision."

Communication • Management • Marketing

6705 Hwy 290 West, Ste 502-139

Austin, TX 78735

800-710-7273 • Fax 512-233-0522

www.c3results.com