

**USE YOUR CLINICAL
QUALITY TO EXPAND
YOUR CUSTOMER
SERVICE**

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DUGONI SCHOOL OF DENTISTRY
ALUMNI MEETING
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DISCLAIMER

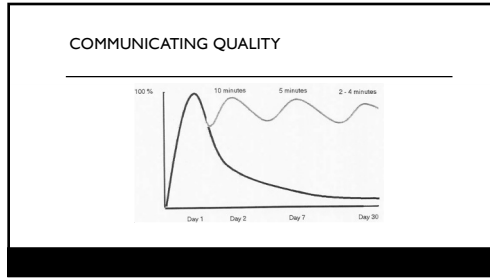
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 - FACULTY: Dugoni School of Dentistry
- No affiliation with any company or individual or investment that may be considered a conflict of interest related to this presentation.

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COMMUNICATING QUALITY

- What we are going to do today:
 - Define Quality
 - Define Customer Service
 - Pull the two together
- This is not a course in clinical dentistry

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- ### COMMUNICATING QUALITY
- **Defining Quality**
 - **Quality from a Patient's Point of View**
 - High Trust, assumes positive intent
 - Is involved with their care
 - Wants to stay healthy and look good
 - Tells others

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- ### COMMUNICATING QUALITY
- **Defining Quality**
 - **Defined for the Dentist**
 - Standard of care
 - Personal best
 - Achieved at all levels of care
 - Would be perceived by others

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COMMUNICATING QUALITY

Customer service:

- Exceed expectations
- Surprise patients
- Solve problems immediately

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COMMUNICATING QUALITY

- **We want to use our quality dentistry to provide outstanding customer service.**
 - Make the quality visible
 - Use all team members to communicate your quality

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COMMUNICATING QUALITY

Make quality visible from the dentist's point of view

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COMMUNICATING QUALITY

- Dentistry
 - Make sure the clinical quality is above the standard of care so that it does not become an issue.

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COMMUNICATING QUALITY

- Dentistry
 - Know what you can do and not do.
 - Be wise about referral.

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COMMUNICATING QUALITY

- Dentistry

Training,
Continuing
education

COACHING

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COMMUNICATING QUALITY


- Dentistry
- The Wand



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COMMUNICATING QUALITY

- Dentistry
- Learn from Vendors:



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COMMUNICATING QUALITY

- The whole team
- Focus your message on your patients:
 - When the expertise is assumed, it's the relationship that matters.
 - Relationships are about feelings.
 - Be professional but also personable.

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COMMUNICATING QUALITY

- **The whole team**
 - Begin the relationship outside the realm of dentistry.
 - Make sure all team members and dentists develop personal relationships with patients.
 - Take notes
 - Use the huddle wisely

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COMMUNICATING QUALITY

- **The Whole Team**
 - Learn to listen
 - Create the right environment
 - Actively listen
 - Avoid distractions
 - Focus on the chief complaint
 - Take notes
 - Follow up

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COMMUNICATING QUALITY

- **Facility**
 - From the waiting room to the sterilization area.
 - A description of the quality of the practice.
 - Patient comfort is first priority.

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COMMUNICATING QUALITY

- Continually nurture your patients:
 - We always owe them.
 - We must remind them why they chose us.
 - The patient takes all the risk by choosing the practice.
 - Each action by the office cements or erodes that feeling of risk.
 - Give patients an opportunity to comment on how you are doing.

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COMMUNICATING QUALITY

- Finally:
 - Say thank you.



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