

# TOOLBOX

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## Top 10 Interview Tips

- 1) Research the practice ahead of time.
- 2) Dress *beyond* success.
- 3) First Impression counts (handshake, eye contact, smile)!
- 4) Have questions prepared about the culture of the practice, job duties, turn-over rates, patient culture.
- 5) Have three or four examples prepared of ways you add value, times you have encountered team or patient difficulty, and challenges.
- 6) Keep to the topic at hand.
- 7) Highlight your skills and willingness to collaborate.
- 8) Clarify "Working Interview".
- 9) Follow up the interview with a thank you card.
- 10) Network! This really leads up to the interview but can be a great launching point for future opportunities.



## ReCare Systems

If we think of the dental practice as a human body, with all of its systems in place, we might think of the doctor as the head, the staff as the arms and legs, and new patients as the food that keeps the body growing. But one of the most important systems that is often overlooked is the ReCare system - sometimes referred to as recall. ReCare is truly the lifeblood of a healthy practice.

The reason ReCare is often overlooked is that it exists pretty much on its own; patients know they need clean teeth and they'll usually make it in every so often to have their annual "checkup" and cleaning. But a truly strong practice will take the time to implement systems to ensure that all patients in the practice stay on a regular schedule - which then continues to feed production with treatment





## ReCare Systems, cont.

cases and cosmetic work. Below is a sample system.

- 1) Set yourself up for success. Pre-Appoint patients for their 6 month visit at their appointment, in the chair. Schedule for 6 months + 2 weeks. Stress the importance of keeping this scheduled reservation as your appointment times fill up very quickly.
- 2) Send reminder postcards 3 weeks prior to the scheduled appointment. Check insurance eligibility 4 days prior. Regular reminder calls two days prior.
- 3) If you have some openings in your schedule, call some of your patients that are scheduled two weeks out (remember, you're scheduling 6 months + 2 weeks to give yourself wiggle room!) and offer to move them up in the schedule.
- 4) Have a system that all staff help call patients that are past due, combining with postcards and friendly emails.

## Referral Marketing - What Is It?

Most of us are excellent at referral marketing, that is, providing exceptional service to our patients and creating a strong relationship with them. Some of us even go the extra step of asking for a referral. At other times, we get excited and start tracking our progress, and during those monthly staff meetings make a list of really great ideas to show our community how amazing our services are! But when do we really put it all together?

Creating a solid, systematic approach to gaining new patients is truly a test of organizational skills and consistency. So where do you start?

- 1) Decide how you want to "thank" patients that refer to you. Do you give a gift card, or send them a thank you letter with movie tickets? Do you send random "happy gifts" like a bouquet of flowers to your 3 top referrers as a surprise?
- 2) Once you decide your "thank you", practice ASKING. I stress with my clients that role playing "the ask" is almost as important as actually following through and doing it! You may have an idea of what to say to a patient, but until you practice a few times, you won't sound as confident - and confidence in your services is key.
- 3) Find something to give-away as an incentive to refer! For some of our clients, they find that giving a small gift to their exceptional patients as a way of appreciating their patronage, and then giving a second gift to pass on to a friend is a great way to inspire the referral.
- 4) How will you track the program? All good programs need to have measurements of success and ways to improve. Does your software have a good patient tracking system? Can you run reports monthly or by referral method? How do you know how many give-aways have gone out the door?
- 5) 3-2-1 Launch! Prepare a really amazing launch. Post to facebook, announce the program on your website or through your newsletter. Put flyers around town, and spread the word! Once your patients are educated about your Referral Program, they'll want to participate!