Increase Treatment Acceptance and Get Paid: Communicating Financially

Course Description:
One of the most challenging tasks in the office is making financial arrangements. In fact, more treatment is lost during financial arrangements than any other place in the office. In a perfect world, all patients coming into your practice would choose your preferred comprehensive treatment plan and have the financial resources that allow them to choose that option 100% of the time. It sounds so simple. But is it?

There are times when treatment must be delayed, phased or denied due to the financial constraints of the patient. This is when the finesse of communication is critical: knowing how to discuss treatment and financial options, knowing what is possible for the practice and the patient – and knowing when it is in the best interest of the patient (and the practice) to not proceed with care. This program will cover these scenarios and others and illustrate how to work through them employing thoughtful and thorough methods.

Topics include:
- How to present ideal treatment plans – the right way
- When to utilize visual aids and learning technology
- Cross-training team members to increase their impact
- When to say “No”
- When and how to talk about third-party participation in fees
- How to establish the right atmosphere for treatment discussion and fee presentation
- The power of body language – what does yours say?
- Beginning with the end in mind
- Overcoming objections
- Team roles
- Treatment presentation skills
- Designing financial protocols

“Improving the Patient Experience and Enhancing the Practice Lifestyle”

LECTURE SPEAKER
Debra Engelhardt-Nash has been in dentistry for more than 30 years. She has presented workshops nationally and internationally for numerous study groups and organizations. She was a contributing editor for Contemporary Esthetics and Restorative Practice magazine and an editorial board member for Contemporary Assisting magazine and has written for a number of dental publications. She was also an instructor for the Central Piedmont Community College Dental Assisting Program and a guest instructor for Medical College of Georgia School of Dentistry.

Debra has been listed in Dentistry Today as a Leader in Continuing Dental Education and Dental Consulting. In 2008, the American Dental Assistants Association awarded her their highest honor – the Distinguished Service Award. She was also honored by in 2014 as one of the Top 25 Women in Dentistry and is the 2015 recipient of the Gordon Christensen Outstanding Lecturer Award.