



NO NONSENSE CASE PRESENTATION TIPS

VALUE

Creating value is key. Value is created by increasing the Dental IQ of your patient through education. The more you SHOW the more you educate. Effective use of your intra-oral camera is key.

TRUST

Build trust through communication. This is accomplished by asking the patient effective questions during the exam. **Discovering possible earlier negative experiences with dentistry builds trust.**

Examples:

“What brings you to see us today?”

“How long since your last visit to a dentist? What did they do for you?”

“How have your previous visits to the dentist gone for you?”

Some dentists do not like that question as it might introvert a patient. If this concerns you try:

“At your last dental visit, what did they do for you?”

The patient will likely say something like, "I had a cleaning and a filling".

Then ask,

“How did that go for you?”

This starts a conversation and will build rapport. Make sure to **LISTEN**.

Tip #1 from a dentist: “If a patient tells you they’ve been going to a great dentist every six months for the past ten years, yet you see a half dozen interproximal lesions barely to dentin, what do you do? If you diagnose six fillings, your patient will either think: 1) His last dentist was an idiot, or 2) You are a liar. Perhaps it would make sense in this case to inform the patient of your concern, let them know that fills may be needed in the near future, build a little rapport, and pull the trigger for some work next time. The patient has a history of regular check-ups, so you'll see them again soon enough. If, on the other hand, the exact patient says it's been 10 years since their last visit, I'm more likely to do the fills ASAP. Who knows how they'll look in ten more years?”

Tip #2 from a dentist: *“If it's bad and they say it was bad, then you can follow up with a "Please tell me more” question. If they say that it's been fine but, you know they were to a dentist not long ago then that opens the door for something like, "I'm curious, as to whether something might have occurred that caused you to leave the last office because I want to make as certain as I can, that here in this office we don't repeat a bad incident for you." This almost always draws the incident out. If not, then I let it go at that.”*

More questions:

“Do you ever have pain in your jaw joint or frequent headaches?”

“Any areas sensitive when you eat or drink? Hot? Cold? Sweets? Pressure?”

“When you brush or floss do you ever notice your gums bleeding or blood on your toothbrush.”

These questions give a wealth of information but, don't over think it. The idea is to prompt and stimulate the patient to talk. Every patient has a story so, let me tell it! The key and the power are **listening** after asking simple questions.

Get and let the patient do most of the speaking during this part of the exam.

WORSEN

With value and trust built you will increase acceptance but, doing so is smoother when the patient understands what can happen to their oral health (overall health too) if they do not move forward with the treatment. The patient needs to be aware of what can happen **in the future** by non-action:

“What do you think will happen if you don't do anything about XYZ?”

“Which way are you going on this chart?”

Tip: Avoid "Do you understand?" type questions that can be answered “Yes” or “No”. These are called open-ended questions. Avoid them.

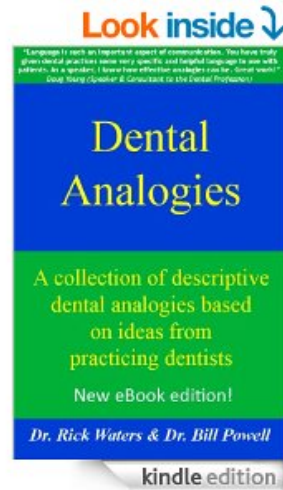
Ask questions that test the patient's understanding:

KEEP IT SIMPLE

Talk to patients in layman terms. Don't assume they know anything about oral health. Many times, I listen to a dentist or hygienist presenting treatment using terms that assume the patient just got back from an advanced course on altering occlusion function and esthetics.

ANALOGIES

Excellent reference book available on Amazon:



Compare periodontal disease to a post trying to hold itself up in a hole where the soil has eroded. There are dozens of different ways to describe dental conditions in terms your patients will immediately relate to.