

Increasing Case Acceptance.

Advocate and inform your way to increased production.

Build Trust and Awareness to Elevate Case Acceptance

There is a strong correlation between the strength and caliber of the doctor-patient relationship and the level of case acceptance and patient retention. With a focus on elevating case acceptance rates, you will implement strategies to encourage patients to accept treatment recommendations. You will also incorporate techniques designed to build value in your patients' minds by increasing their understanding of and exposure to comprehensive dentistry.

Learn and Implement

We work directly with you and your team, to:

- Provide training to improve your team's influence on your patients' philosophy toward dentistry, allowing for positive and proactive decisions to be made concerning their oral health and case acceptance
- Implement a personalized approach to case discussion with patients which includes team collaboration and patient education
- Incorporate a comprehensive system of case planning to capture all diagnostic recommendations
- Maximize the benefits of collective case conferencing and team education
- Create talking points for overcoming patient objections and shifting the focus from 'symptom' to 'sign'
- Develop tactics for creating and presenting affordable financing options without bias — allowing the patient to choose the best option for his/her current economic reality
- Introduce a patient follow-up strategy proven to reduce the number of unscheduled treatment appointments

Our Comprehensive Approach

Prior to the onsite visit, your Mercer Advisors Certified Practice Analyst will conduct separate clarification calls with you and your Office Administrator. For our 360° Planning® clients, the analyst also meets with your practice consultant to review practice progress and challenge areas from the consultant's point of view.

The **Foundation Series** consulting modules encompass a succession of topics designed to address the core systems and operations within your practice.

Creating the New Patient "WOW" Experience

Retaining Patients for Life

§ Increasing Case Acceptance

Increasing Practice Production Using Strategic Scheduling

Format: 3-day onsite consulting module

The analyst then spends three consecutive days at your practice, introducing and reinforcing techniques and strategies devised specifically to foster patient trust and loyalty and increase patient awareness and understanding.

The analyst begins by observing the practice in motion and assessing current systems, then meets one-on-one with the doctor and associate to clarify established goals and objectives for the visit. The balance of the visit is spent introducing strategies, conducting training, facilitating discussions and feedback sessions, all the while providing hands-on group and individual coaching.

The visit concludes with training on methods for tracking your strategy effectiveness through the measurement of behaviors. The training also covers best practices for analyzing this data to determine if any course-correction is needed in order to achieve your vision.

Your Expert Tool Box

To assist you in effecting positive and meaningful change within your practice, you will receive the following customized support tools, designed specifically to reinforce your implementation of a successful and satisfying growth initiative:

- A written vision for success to drive the strategies introduced, build team alignment and gain consensus
- Strategy workbooks, step-by-step guides and sample language scripts for reference as you implement your new strategies
- A detailed Implementation Report of the visit, which includes a summary of actions taken and decisions made, a recap of the onsite visit and future recommendations for achieving your vision
- Two follow-up consulting calls* to support the strategies learned and the coaching received during the onsite visit

**Mercer Advisors 360° Planning clients receive on-going coaching as part of their web-based sessions with their Practice Consultant.*

Knowledge is power.

Instill in the minds of your patients a foundation of knowledge around comprehensive dentistry. In doing so, you elevate their awareness of the vital role proactive dentistry can play in their overall health and, more importantly, you fortify the trust they have placed in you.