

# Retaining Patients for Life.

## Retain long-term patients and maximize hygiene production.

### Establish Value-Based Patient Relationships

With a focus on retaining existing patients, you will implement strategies designed to elicit long-term patient loyalty. These strategies reinforce a strong practice foundation and allow for increased productivity.

### Learn and Implement

Mercer Advisors works directly with you and your team, to:

- Introduce and reinforce behaviors designed to build and maintain successful relationships
- Enhance your daily alignment meetings to focus on exceeding patient expectations and providing a complete experience
- Assign a dedicated team member to implement proactive management strategies focused on recare growth, productivity and longevity
- Implement techniques designed to optimize and maintain a fully booked hygiene schedule by reducing cancellation and no-show appointments
- Evaluate your practice's current patient retention rate and implement strategies to increase this ratio by reducing the number of patients who seek care elsewhere
- Build effective language skills for personalizing the patient experience and setting clear expectations for future treatment
- Foster a collaborative and educational partnership between your team and your patients — deepening practice loyalty from the existing patient base

### Our Comprehensive Approach

Prior to the onsite visit, your Mercer Advisors Certified Practice Analyst will conduct separate clarification calls with you and your Hygiene Coordinator. 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 analyst then spends three consecutive days at your practice, coaching and collaborating with you and your team to develop and implement strategies that can elevate patient experience and increase long-term patient retention.

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

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**Format: 3-day onsite consulting module**

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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.*

## Value-Based Patient Relationships Foster Mutual Trust

By fortifying your existing patient relationships, a vital cornerstone for practice success, you can protect, enhance and fully realize both the intrinsic human capital and financial capital within your practice.