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877-732-2124

SCRIPTING FOR SUCCESS CASE ACCEPTANCE HELPS

CASE ACCEPTANCE QUESTIONS FOR HYGIENIST

- Potential Problems “If we see any potential problems today, would you like to know?”
- “Is there anything you would like to change?”
- “If we could save you time and money down the road, by fixing something now, would you like to?”
- “How interested are you in preventing emergencies?”

SAME DAY DENTISTRY

- “If possible, would you like to get started, or get this taken care of today?”
- “It might mean a little bit of a wait, is that alright?”
- “Do you have a preference, or would you like the first available doctor?” (Is there room available? Who is willing to take the treatment? I’ll take that!)

TRANSITION TO PERIODONTAL SERVICES:

- “Earlier you said that keeping your teeth is important for you. We should probably take a few minutes and talk about some infection I am seeing in your mouth.”
- “We have been working hard together to keep your disease from progressing. I have some good news, we now have some other alternatives to help us in areas where the bacteria are still causing damage.” Introduce laser therapy here...

Questions involve the patient, and help us determine what the patient wants.

- “How long are you hoping to keep your teeth?”
- “If I see something today that could potentially be a problem, would you like to know?”
- “How interested are you in preventing disease?”

INTRODUCING PROBING, BEFORE YOU BEGIN PROBE... VERBALLY CALL OUT FINDINGS

- Anything 3 and under is considered healthy
- Anything higher than 4 indicated infection
- Anything 5 and higher means the infection has spread to the bone

INTRODUCING PATIENT EDUCATION VIDEO:

- “As you can tell from the numbers, I am concerned about some infection in your mouth. I am going to have you watch a 3 minute video to help you understand why this is a concern.”

TO CLEAR UP THIS INFECTION, WE NEED TO DO THREE THINGS

- #1 “We need to do a deep, more aggressive cleaning than you have had in the past” Splinter example
- #2 “We need to change a few things that you are doing at home”



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- Introduce “Prescription Strength” Microbial mouth rinse
- Powerbrush
- #3 “We need to see you back more often.”
- Oil Change Example

CLOSING QUESTION:

- “If you want to save your teeth, this is what we are recommending for you. Can you see any reason why we shouldn’t get started?”

TRANSITION TO FINANCIAL ARRANGEMENTS

- “If we get started today, there is a good chance you will not need to be numb for your next visit. Would you like me to do that?” (Full Mouth Debridement)

OVERCOME OBJECTIONS BY ASKING FOLLOW UP QUESTIONS

- “How soon would you like to get started?”
- “How important is it for you to have this dentistry done?”
- “When would you like to be able to show off your new smile?”
- “Does this sound like the kind of dentistry you are looking for?”

*****Hygiene should introduce these concepts before the Dr. Comes in for the exam*****

- “Just so you know, when the doctor comes in to

do the exam, he will talk about your treatment in three categories... Mandatory, Elective and Cosmetic

- “Mandatory means broken, infected or cavity.”
- “Elective means something that could be improved to prevent a problem in the future.”
- “Cosmetic is anything that can improve the appearance of your smile.”
- “Rate your smile for me on a scale of 1-10. 10 being Hollywood beautiful. What would make it a 10? We think all of our patients deserve a 10.”

PRESENTING FINANCIAL OPTIONS

Ask the patient what they are interested in:

- “We have prepared an estimate that includes all three categories, what would you like to do?”
- “Where would you like us to start?”
- “We can review all the categories on the estimate with you, and then you can let us know what you would like to do.”

IF THE PATIENT ASKS FOR PAYMENT OPTIONS:

- “If you would like to make payments, we have some great companies that we work with.”
- “We even have some interest free options. The Doctor pays the interest for you.”
- “How much per month would be comfortable for you?”
- Let them know what fits into that payment amount, sometimes we can do more than just the mandatory, and still fit into their budget.