

Turn pictures into Case Acceptance the Smile-Vision way

Appearance is a huge driver of case acceptance. Although freedom from pain, the ability to chew food properly and absence of infection do motivate people to move forward with definitive dental care, the desire to “look good” also plays an important role.

Follow the steps below for predictable aesthetically-driven case acceptance! Download this document, print it and keep it as a guide for your team.

1. Find out who is a candidate

- a) **At a new patient's first phone call ask:** “How do you rate the appearance of your smile: from 1-5, with 1 being the worst and 5 being excellent?” (Write the answer down on the patient contact sheet for reference at the first visit).
- b) **At the first visit** a team member or the doctor should:
 - i. Ask the patient: “When you called our office you rated the appearance of your smile at less than 5. Can you explain more about that?”
 - ii. Listen carefully to the patient's comments
 - iii. Take a quick look in their mouth
 - iv. Show a demo digital smile simulation
 - v. Explain that it is a “first step” in improving your situation
 - vi. Frame the fees - **Don't explain more about what can be done at this point!!**
 - vii. Quote a fee for the simulation or give it away for free (you decide)
 - viii. Have a team member take a full-face image and post it to the Smile-Vision imaging site
 - ix. Complete the first visit as usual

2. Close the Patient Qualification loop when you receive the simulation:

- a) Email the “before” and “after” simulation to the patient on two separate days. Each send should have a note from the doctor with a general explanation of what's shown
- b) Send prints by snail mail in a folder or nicely packaged. It too should have an explanatory letter attached. (In our lab we've completed many cases that were imaged more than 10 years prior. Prints tend to stay around while email images are more transient)
- c) **At the next patient visit or on a follow-up call to the patient:**
 - i. Ask “What did you think of the cosmetic simulation?”
 - ii. **Wait for a positive response** or more questions before moving on
 - iii. **Schedule a complete evaluation** for those who show interest
 - iv. Proceed with customary treatment for those who do not

3. The Complete Evaluation

- a) **Charge a substantial fee!** Those who are interested and are anxious to learn more will pay. Those who are not ready to move forward will refuse. **This is an important screening step.** You don't want to move forward until you have some commitment from the patient or you will waste valuable time and patient goodwill.
- b) Use this visit to obtain both clinical and non-clinical info that will help when creating an appropriate [written treatment plan](#).

4. Preparation for the consult

- a) Schedule a separate appointment for the consult.
- b) Request that the patient's spouse or financial proxy be present for that visit.
- c) Prepare a **written treatment plan** with easy-to-understand pictures.
- d) Offer 3 options whenever possible.
- e) Have fees and visits pre-planned for each option.

5. The consult

- a) Have 4 People in the room: Doctor, patient, proxy and financial coordinator.
- b) Doctor-dress in a blue suit. Financial coordinator well groomed.
- c) Doctor presents the written plan (not to exceed 20 Min.).
- d) Verify that the patient understands each option by asking "Is that clear to you?"
- e) The doctor leaves the room when all questions are answered and the patient has chosen one of the options.
- f) The financial coordinator makes arrangements for payment and schedules the next appointment.

6. Post-consult steps when patients don't move forward at the consult:

- a) Setup a Question & Answer Session to resolve any open questions.
- b) Send periodic messages to clients via email and snail mail to remind them that you are still there and waiting for a decision.
- c) Mention the open treatment options at subsequent routine visits and show the smile simulation.
- d) Continue with routine care as usual.

Follow this outline carefully and it will soon become an ingrained routine upon which your office will build!

I invite you to contact me with questions or to discuss the Smile-Vision process in more detail.

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