

FOLLOW UP QUESTIONING

Let's take the 3 Positive Response Rule one step further.

When a patient asks a question, keep in mind that he/she might not be communicating an exact need to you. It is up to the dental team to recognize that the patient may have more on his/her mind than he/she is actually saying. Draw it out from them, and then guide them to the next step.

First example

Example A

Patient: Do you offer Invisalign?

Dental Team Member: Yes.

Example B

Patient: Do you offer Invisalign?

Dental Team Member: Yes! We do a lot of Invisalign. Patients love it because we can scan digitally without taking messy impressions, the trays are removable, and your smile can be transformed in about a year. **How long have you been interested in changing your smile?**

Do you see the difference in the two responses?

The dental team member's response in Example A is pretty terrible. It does nothing to express the value that your practice can bring to that patient's life. By simply answering yes, the conversation comes to a halt. The patient isn't asking about Invisalign to just know if you offer that service, the patient is asking because he/she is INTERESTED in that service. Responding with additional questions can help guide the patients into a conversation that they may have had trouble communicating on their own. The response in Example B is starting up a dialogue between the patient and the team member. By following up the 3 Positive Response Rule with a Follow Up Question, we are keeping the conversation open and moving in a positive and value filled direction.

Here's another example

Example A

Patient: Do you see kids?

Dental Team Member: Yes.

Example B

Patient: Do you see kids?

Dental Team Member: Yes! We love seeing kids! We love to help them see that the dentist can be fun, that visits are easy, and of course we love to shower them with prizes at the end. **How many little ones can we get scheduled for you today?**

Did you see how the dental team member responded with 3 positive things and then followed up with a strong follow up question that is guiding the patient towards the next step? A team member should be keenly aware of how he/she is responding to patients. Those responses will directly impact the growth and development, or lack thereof, of a practice.

FOLLOW UP QUESTIONING ASSIGNMENT

GOAL: To learn how to express value to a patient using the Follow Up Questioning

LOGISTICS: Create 3 examples of an team member responding WITHOUT and WITH with Follow Up Questioning.

Example A:
Patient:
Dental Team Member:

Example B:
Patient:
Dental Team Member:

Example A:
Patient:
Dental Team Member:

Example B:
Patient:
Dental Team Member:

Example A:
Patient:
Dental Team Member:

Example B:
Patient:
Dental Team Member:

Date of completion:

Reviewed with doctor/manager:

Initial after satisfactory completion: