

OFFICE TOUR



When a new patient enters the office, at least one of the team members at the front desk looks up and greets him/her by name, stands and offers a welcoming handshake. The purpose of a handshake is to initiate the “connection” we are attempting to build with the patient.

The team member verifies that all the necessary information has been obtained and then notifies the clinical team that the new patient is ready to be taken back to the treatment area.

When the clinical team member enters the reception area, the front desk team member introduces the new team member to the patient. Every “pass off” is done with an introduction of the new team member to the new patient by the current team member. Whenever a team member comes within 10 feet of a new patient, a friendly greeting is given, introductions are made and a handshake, if possible, is offered.

This office tour should include the patient restroom area, sterilization room, and separate x-ray area if applicable.

As you are providing the tour, highlight the positive areas/enhancements that YOUR practice offers—things that separate you from other offices. Don’t just say, “Here’s where we take panoramic x-rays.” Instead, point out the positives, “This is our digital panoramic machine. Because it’s digital it uses less radiation than old fashioned x-ray film. It also gives us a clear, crisp image of your mouth instantly.” Show off your technology by pointing it out to the new patient. “Here is our CEREC technology. This allows us to make same day crowns right here in our office!” Or, “Here is our sterilization room where our instruments follow proper infection control protocol.”

Make sure the areas on the tour are extra neat and tidy before bringing a patient into those areas. Discuss the office tour with your team. What things will you highlight to your new patients?

OFFICE TOUR ASSIGNMENT

GOAL: To give an office tour that points out the benefits (expresses value) of being a patient in this practice

LOGISTICS: Answer the questions as they pertain to your office and practice giving an office tour at least five times before going live on a patient.

What services/technologies do you offer that separate your practice from other nearby practices?

How can you incorporate the 3 Positive Response Rule into your tour?

What things can you point out to new patients that express your practice's personality and brand?

Date of completion:

Reviewed with doctor/manager:

Initial after satisfactory completion: