Reactive and Retain Patients
Plus Boost Profits

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Introduction

Do you have a system in place to maintain relationships with your valuable patients? If not, your dental practice may be in trouble! Are you losing money on advertising for new patients? Are your current patients missing appointments for preventive care dental services? I created this specially-designed gift to share my knowledge on how to build relationships with patients and partner with you to increase profits in your dental practice. If you are ready to solve your patient retention challenges, I have the solution for you!

Your goal of increasing profits is within reach. All you need to do is follow four simple guidelines. I believe my system is the best way to strengthen ties with your current patients – the lifeblood of your dental practice. The following keys will motivate overdue patients to return for preventive care services. Using four simple keys you can establish a system of connecting with your patients, using benchmarks to communicate with them on a regular basis. Once they know you care about their well-being, the end result is a loyal base of committed patients that will return to your office again and again! PLUS these are your raving fans who are most likely to tell everyone about your dental office!

Dental hygienists have the knowledge, skills and professional responsibility to provide oral health promotion and health protection strategies for individuals as well as groups.

The Dental Hygiene Standards of care describe a competent level of dental hygiene care as demonstrated by the critical thinking model known as the process of care. This is noted in various dental hygiene textbooks, the five components of the dental hygiene process of care include assessment, dental hygiene diagnosis, planning, implementation, and evaluation.

The Continuing Care System and the dental hygiene department are the mitochondria of all successful dental practices.

Without patients coming in regularly, the dental business would be erratic and it will essentially become an urgent care dental practice.
MODULE ONE: What is Continuing Care?

Definition: n
A regular and continuing program of monitoring, evaluation, and therapy that strives to maintain a patient’s optimal dental health by combining diligent self-care with periodic professional treatment.

The American Dental Association (ADA) Code Revision Committee has now reversed a change made to the prophylaxis definition in Current Dental Terminology (CDT)-4, which made it possible to define the procedure as polishing alone.1

In CDT-4, which went into effect January 1, 2003, the procedure code for a prophylaxis, 01110, was redefined as “scaling and/or polishing procedures to remove coronal plaque, calculus, and stains.” However, during its first meeting held to consider revision requests on February 14, CRC voted unanimously (10-0) to remove the “/or” change from the definition, thereby restoring the CDT-4 wording to that used in CDT-3, which reads “scaling and polishing.”2

Everyone loves that “just from the dentist clean feeling” after having their teeth professionally preformed by a dental hygienist. However, not everyone loves the process to achieve that feeling!

The vision of a Continuing Care appointment should be to inspire your patients to take a personal interest and responsibility in their oral health. Dental hygienists need to take pride and be responsible for providing preventive care recommendations for successful overall optimal health outcome.

Do you have a successful system to reactivate overdue patients? Ask our office about our one-of-a-kind program. No additional cost to BOOST profits!

Footnotes:
MODULE TWO: 
The Platinum Continuing Care System

Dental The most effective way to keep the hygiene schedule full is to number 1, pre-block your schedule. Once you have set up a pre-blocked and tiered schedule you need to understand the meaning of all patients leaving their dental appointment with an appointment for their next dental visit; always scheduling their hygiene appointment in advance.

This strategy is designed to keep the hygiene schedule full and productive. When the hygiene schedule is not full, a domino affect will occur. Not only is it possible to have patients fall through the cracks with timely hygiene preventive care appointments but the dentist will see openings in the treatment schedule in the future. Many years ago, it was the standard of care to have a patient complete a postcard and then call in for their next hygiene appointment. Long time ago it was discovered this did not set up a good system of productivity for the dental practice as a whole.

Most offices that adhere to this strategy of having patients call to reschedule appointments will have many openings on the hygiene schedule. People are so busy in this 21st century. If it isn’t on their calendar months in advance they tend to put it off and way down near the bottom of that “to do” list. With technology today, we are able to lock in our appointments and then even have a pop-up reminder occur months, days and even minutes before an appointment is to occur.

When patients do fall through the cracks, the best method to have them return is to call them on the phone. When the correct reCall program is in place, the hygiene schedule will be full. This keeps the practice “in touch” with its patients and increases patient retention dramatically. Sending a postcard to patients is too passive and impersonal.

The best plan for success in scheduling appointments is to have communication skills in place and effectively use them while the patient is in the dental office. This will avoid numerous patients falling through the cracks each year.’

Never say Never

There will be a few patients who will not commit to scheduling a future dental hygiene appointment. You will find it very productive for all (patient and the practice) to have patients in the habit of always leaving their dental hygiene appointment with a future appointment scheduled to return to the hygienist for their preventive care.

There are some patients who may live in another country or state and they don’t know when they will be back. It is very valuable to recommend that these patients have another dental hygienist see them for their preventive care during the interim of their next visit to the area where your office is located and the place they won’t be at the time their preventive care is due.
Communicating and Visualization

Words can create a thousand pictures. When you say this to a patient, what picture is created?

“Mr. Jones, would you like to schedule your next cleaning with me?”
“Mr. Jones, when you would like to schedule your next cleaning appointment?”
“Mr. Jones, I can see you on Wednesday July 6th or Thursday July 7th for your next continuing care appointment. Which day will work best for you?

Which question would you choose to ask your patients?

The first sentence is a closed-ended question and allows the patient to say “No” very easily. Saying “No” can cause many negative situations. Worst of all is that the patient may forget to call back in 3 or 6 months of their next hygiene appointment. When they come back to their next appointment, they have dental disease of some type when all along we intended to prevent. All the hard work of the patient and hygienist has gone done the drain!

The second question again, allows the patient to not schedule an appointment. It also allows the patient to be in charge of the appointment book. You are the professional and you are the one in charge of the schedule so give patients a few options for dates and times available.

The third question gives the tone that the patient will be coming back and they already understand the importance of why and when they will be returning for continuing or preventive care. There are no questions to be asked. The patient already has “bought” into their treatment plan and they understand the importance of regular preventive care. It also saves time trying to figure out what time works for the patient and the schedule.

You are the professional. You have done an excellent job communicating the patients’ needs to the patient. They want to return at the appropriate time. When you have done your job correctly, the patient(s) will not want to leave without an appointment. When this works successfully, the hygiene schedule is booked months in advance. As the practice grows so do the amount of days you will need for scheduling hygiene patients. The practice grows as the schedule is positively impacted. Maybe next year you will need to hire another hygienist or find another room for hygiene treatment. What could be worse?

When implementing a system for scheduling the hygiene appointment avoid using words such as “cleaning” and “recall”. The perception among patients is that a “recall” appointment is not significant. After all, you are not “recalling” the patient. Have you heard of a recall on a car with a problem? This is nothing similar to what you are doing in your dental office. You are inviting patients back for preventive care. Asking a patient to return for a “cleaning” is similar to having a person come clean your house.
Hygienists are now thought of as a preventive or non-surgical periodontal therapist. The dentist is not “recalling” the patient back into the practice to check whether. We need to add value to the dental hygiene appointment by using words such as preventive care appointment, continuing care, periodontal maintenance, etc. Take out the word cleaning.

Once the patient responds to your question about their appointment and they respond with a day that works, now try to ask them to come back at a time similar to the one they are currently scheduled for. Many people work best if they have specific and consistent times for special types of appointments. For example: dental, psychologist, chiropractic, etc. You will begin to find that some patients want afternoon dental appointments and some prefer first thing in the morning appointments. It is a great way to help people remember their appointments when there is continuity and consistency. For younger patients always try to schedule before the noon time hour.

The significance of excellent verbal skills will help to implement a successful continuing care (“Preventive Care”) system.

Pre-booking and having a tiered schedule is the most effective system for keeping your schedule(s) full and productive.

When dental practices commit to a system of pre-booking the patients and practice will experience the positive benefits of superior care and effective use of time and money.

While a pre-booked system is superior, problems can detract from a successfully booked schedule(s).

The best person to schedule the next dental hygiene appointment is the dental hygienist. The hygienist understands what and why regarding the purpose(s) of the specific interval for the next patient visit. The hygienist knows how much time needs to be allotted and what procedure(s) need to be scheduled. Without good organization and good verbal skills, patients will not respond well. Most of the time when a patient declines to make a future dental appointment; it is usually because a closed-ended question was asked when asking to make the next appointment.

If you ask a question, that requires a “YES” or “NO” it is considered a closed ended question.

**Keeping Communication throughout the Dismissal**

When the hygiene assistant or hygienist hands off the patient at the front office there needs to be more dialogue between the front and back office team members. When communicating always create a perception of value and importance in the mind of the patient by saying something similar to this: “Mrs. Smith., I look forward to seeing you in July and I want to hear more about your daughters’ wedding. See you at your preventive care appointment July 6th.” Every patient should be dismissed with a verbal reminder.
One system in the dental office, which is often overlooked, is the dental hygiene departments’ recare system. It works best when the office doesn’t need to call patients to come in for a missed or delayed dental hygiene appointment. The dental hygiene preventive care appointments are the lifeline of your dental practice. At least 80% of the diagnosed dentistry in your practice should be coming from the dental hygiene preventive care appointments. When patients leave the dental hygiene appointment without a future appointment scheduled this will dramatically decrease your practice profitability by at least 50%.

The most effective way to keep the hygiene schedule full is to number one, pre-block your schedule. Once you have set up a pre-blocked schedule you need to understand the meaning of all patients leaving their dental appointment with an appointment for their next dental visit; always scheduling their hygiene appointment in advance.

This strategy is designed to keep the hygiene schedule full and productive. When the hygiene schedule is not full, a domino affect will occur. Not only is it possible to have patients fall through the cracks with timely hygiene preventive care appointments but the dentist will see openings in the treatment schedule in the future. Many years ago, it was the standard of care to have a patient complete a postcard and then call in for their next hygiene appointment. Long time ago it was discovered this did not set up a good system of productivity for the dental practice as a whole.

Most offices that adhere to a strategy of having patients call to reschedule appointments will have many openings on the hygiene schedule. People are very busy in the 21st century: numerous email addresses to check, various voicemails, family activities, exercise class, church, work and professional agendas to attend to, etc... If it isn’t on their calendar months in advance they tend to put it off - near the bottom of that “to do” list. With technology today, we are able to lock in our appointments and then even have a pop-up reminder occur months, days and even minutes before an appointment is to occur.

When patients do fall through the cracks, the best method to have them return is to call them on the phone. When the correct recare system is in place, the hygiene schedule will be full. This keeps the practice “in touch” with its patients and increases patient retention dramatically. Sending a postcard to patients is too passive and impersonal. The best plan for the success of scheduling appointments is to have communication skills in place and effectively use them while the patient is in the dental office. This will avoid numerous patients falling through the cracks each year.

Never say Never

There will be a few patients who will not commit to scheduling a future dental hygiene appointment. You will find it very productive for all (patient and the practice) to have patients in the habit of always leaving their dental hygiene appointment with a future appointment appointment scheduled to return to the hygienist for their preventive care.
There are just some patients that will not do this. Until that patient has a feeling of urgency to schedule or else - - they may not change this behavior. Once the patient understands the importance of preventing disease and when they understand that calling in a week before they are due for their preventive care appointment means they will have to wait for an appointment until they are a month or so overdue, there may never be a change in behavior.

There are some patients who may live in another country or state and they don’t know when they will be back in the area. It is very valuable to recommend that these patients have another dental hygienist see them in that other state or country while they are not available to return to your office.

This is just one more exception to this strategy for success.

Communication and Visualization

Words can create a thousand pictures. When you say this to a patient, what picture do you think is created?

“Mr. Jones, would you like to schedule your next cleaning with me?”
“Mr. Jones, when you would like to schedule your next cleaning appointment?”
“Mr. Jones, I can see you on Wednesday July 6th or Thursday July 7th for your next continuing care appointment. Which day will work best for you?

Which question would you choose to ask your patients?

The first sentence is a closed-ended question and allows the patient to say “No” very easily. Saying “No” can cause many negative situations. Worst of all is that the patient may forget to call back in 3 or 6 months of their next hygiene appointment. When they come back to their next appointment, they have dental disease of some type, when all along we intended to prevent disease. All the hard work of the patient and hygienist was for nothing more than treating disease. (Again and again!) This is like putting a band-aid on an infected area in your body.

The second question again, allows the patient to say “No” to an appointment. It also allows the patient to be in charge of the appointment book. You are the professional and you are the one in charge of the schedule so give patients a couple options of dates and times available for their next appointment. The third question gives the tone that the patient will be coming back and they already understand the importance of why and when they will be returning for continuing care, preventive care or a periodontal maintenance appointment. In the third scenario, there are no questions to be asked. The patient already has “bought” into their treatment plan and they understand the importance of regular preventive care. It also saves time trying to figure out what time works best for the patient and your schedule.
 MODULE THREE: The Pulse of Your Practice

As the professional, you have done an excellent job communicating the patients’ needs. Now the patient wants to return at their appropriate preventive care interval. When you have done the job of communicating correctly, the patient(s) will not want to leave without an appointment. When this works successfully, the hygiene schedule is booked months in advance. As the practice grows so do the amount of days you will need for scheduling hygiene patients. The practice grows as the schedule is positively impacted. Maybe next year you will need to hire another hygienist or find another room for hygiene treatment. What could be worse!

When implementing a system for scheduling the hygiene appointment avoid using words such as “cleaning” and “recall”. The perception among patients is that a “recall” appointment is not significant. After all, you are not “recalling” the patient? Have you heard of a recall on a car with a problem? This is nothing similar to what you are doing in your dental office. You are informing patients they need to return for preventive care. Asking a patient to return for a “cleaning” is similar to having a person come clean your house. Hygienists are now thought of as a preventive care professional or non-surgical periodontal therapist. The dentist is not “recalling” the patient back into the practice to check whether they need a cleaning or tune-up, etc... We need to add value to the dental hygiene appointment by using words such as preventive care appointment, continuing care, periodontal maintenance, etc. Take out the word cleaning.

Once the patient responds to your appropriate question about their appointment and they respond with a day that works, now try to ask them to come back at a time similar to the one they are currently scheduled for on this day. Many people work best if they have specific and consistent times for special types of appointments. For example: dental, psychologist, chiropractic appointments, etc. You will begin to find that some patients want afternoon dental appointments and some prefer first thing in the morning appointments. It is a great way to help people remember their appointments when there is continuity and consistency. For younger patients always try to schedule them before the noon hour.

The significance of excellent verbal skills will help to implement a successful continuing care (“Preventive Care”) system.

When you have a strategic schedule arrange you will include pre-scheduling dental hygiene patients, blocking time for specific types of treatment and have a tiered schedule. This is the most effective system for keeping your schedule(s) full and productive.

When dental practices commit to a system of pre-scheduling the preventive care patients, the dental practice will experience the positive benefits of superior care, productivity and effective use of time, which increases the net profit.

While a pre-scheduling patients is superior, various problems can detract from a successfully booked schedule(s). One solution is to have the dental hygienist schedule
or hygiene assistant schedule, all future hygiene appointments in the hygiene room. The hygienist and/or hygiene assistant understands what and why regarding the purpose(s) of the specific interval for the next patient visit. The hygienist knows how much time needs to be allotted and what procedure(s) need to be scheduled. Without good organization and excellent verbal skills, patients will not respond well to many of the systems in your dental practice. Most of the time when a patient declines to schedule a future dental appointment; it is usually because a closed-ended question was asked when asking to make the next appointment.

If you ask a question, that requires a “YES” or “NO”, it is considered a closed ended question.

Keep Communication throughout the Dismissal

When the hygiene assistant or hygienist hands off the patient at the front office there needs to be more dialogue between the front and back office team members. When communicating, always create a perception of value and importance in the mind of the patient by saying something similar to this: “Mrs. Smith., I look forward to seeing you in July and I want to hear more about your daughters’ wedding. See you at your preventive care appointment July 6th and I will recheck that one area I was concerned about on the lower left side.” Every patient should be dismissed with a verbal reminder that there is another appointment, even if it is six months away.

Run Preventive Care Reports

Each month a member of the dental team has the daunting task of running the dental hygiene report and calling patients who don’t have an appointment but need to have an appointment. These can be patients who are over-due or who are due at this time, when the report is run.

Before any calls can be made, research has to be completed. This team member needs to research when the last hygiene appointment occurred, what are areas of concern regarding the patients periodontal health, are there other areas of concern, is there outstanding treatment, what does the insurance allow, (Not intended to dictate treatment but answer any questions about finances.) what X-rays are needed, what is the length of the appointment needed, and is there an outstanding balance? All phone numbers must be called and messages left at each number. The results of these phone calls need to be documented in the patients chart. (Paper and/or eChart.)

This is where it becomes a daunting task at best because it turns into a numbers game. Maybe one in twenty patients will answer the phone and then actually schedule an appointment. Statistics prove that it is easier to reach patients by phone between the hours of 5 p.m. and 8 pm. Now, you understand the systematic approach of pre-appointing preventive care patients, which becomes much more efficient and productive.
Some offices have late evening schedules. Some offices even have Saturday appointments. This is another great time to make these calls. In addition, these are perfect times to begin calling patients who need an appointment.

**Conclusion**

One of the important systems for every successful and profitable dental hygiene department needs to include a systematic and strategic method of scheduling regular continuing care, preventive care or periodontal maintenance appointments. These appointments must be communicated in a manner that allows patients to understand the importance of preventing disease. When patients understand that without good oral health they will not have good overall health, they will listen and take action. Continuing care, preventive care or periodontal maintenance scheduling is one of the most important systems that you will organize for the success of your dental practice. Scheduling future dental hygiene appointments is a routine system that you must follow daily. This is key to any successful dental practice. This is just as important as running your end of the year report, running daily reports, making bank deposits, etc., etc.

**This is just one of many systems, which will make your dental hygiene department rock solid.**
MODULE FOUR: The No Fail Continuing Care Process

To avoid patients falling off the schedule and their regular maintenance it is very important to pre-schedule close to 100% of all dental hygiene appointments.

Do not allow patients to call back to schedule their next dental appointment of any kind. This is one reason for attrition in the dental hygiene department.

Example:

“Mr. Jones, today we found two areas that had pocket depths there were not within normal limits. They used to measure 3mm and today we noticed that these areas are now 4mm. With good homecare and regular maintenance, we can prevent these areas from future progression of the disease process. This is called periodontal disease. When we treat periodontal disease, the patient needs to return for what is called scaling and root planing. This can be very costly and once you have the disease you will always need to come back for regular periodontal maintenance appointments. Not only is this costly and time consuming to treat but it can contribute to other diseases such as high blood pressure, heart disease, diabetes, etc. We are not certain which comes first periodontal disease or these systemic diseases but when we see patients for regular preventive care, we can prevent these diseases. I am able to see you in six months, which is Monday October 6th at 10:00am. Does this work for you?”

There is no perfect recare system but when we make every attempt to have patients schedule their future appointments rather than call back to schedule, you will find a close to perfect recare system is in place.

When a patient responds with a challenge to the time the auxiliary has suggested communicate something like this to your patient:

Example:

“Mr. Jones, we have found that it works best when we have scheduled an appointment for you. I know that you are a pilot and your schedule changes but please allow me to schedule a tentative appointment and when you find out your schedule please call to reschedule if you find this appointment doesn’t work for you. Does his make sense to you?” (Wait for the patient to respond.)
MODULE FIVE: The Unscheduled Hygiene Patient

Problems will arise when you continue to allow patients to not schedule a next appointment.

The dental hygiene department is what will drive profits in your dental business. The success of your dental hygiene department depends upon patients pre-appointing all future appointments and understanding the value prevention will bring to their overall health. These are the patients that when pre-appointed for their dental hygiene appointments will continue to return for preventive, restorative and aesthetic procedures.

Your patients need to understand the value of the dental hygiene appointment. The communication regarding the science behind the oral health/systemic health link and the importance of preventing disease begins at the first dental appointment. This is valuable information that needs to be continually communicated at all future dental hygiene appointments.

What occurs when patients do not understand the value of a preventive and patient centered dental appointment? Here is a list of the negative aspects when you do not pre-appoint for all future dental (hygiene) appointments:

- Your active patient base will decrease
- Patients will cancel last minute
- Patients will fail an appointment
- Time and thousands of dollars are spent capturing patients who fell through the racks
- Patients’ health will decline
- Patient rapport can be lost
- Bottom line - - Net profits will decline
Many people don’t wish to receive text messages. Some people pay per text message and don’t want to incur this expense.

Text messages can also be a great way to relay a message about an upcoming appointment in your dental office.

**Patient Messaging Services:**

**Smile Reminder** - http://www.smilereminder.com/home.do

Patient Messaging Software Suite - Smile Reminder is the market leader in patient messaging and provides an ALL-inclusive suite of personalized patient communication tools.

**Sesame Communications** - [http://help.sesamecommunications.com/?q=whatsnew](http://help.sesamecommunications.com/?q=whatsnew)
- Text Messages
- Emails
- In addition, more!

- Text Messages
- Emails
- Allows you to build online reputation
- Enhances your website optimization
- Increases exposure for new patients
MODULE SEVEN:
Message Content

Make every message, verbal or written, short and to the point.

It is very important to add value to why the appointment is important for your patient.

Understand each patient’s personality type. Many patients respond well to humor and others respond to a tone that shows concern or even compassion.

Always be sincere in your tone and in the words you use when speaking with patients.

Re-enforce the risks for the patient should they decide to forgo scheduling an appointment for their dental needs: Preventive, restorative and even aesthetics.

1. Communicate health concerns and risks:
   - Heart disease
   - Hyperlipidemia
   - Diabetes
   - Chrons Disease
   - Parkinson’s disease
   - Alzheimer’s
   - Rheumatoid Arthritis
   - Breast Cancer
   Go to www.perio.org for resources on the oral health/systemic health link.

2. Communicate concerns regarding the patient’s periodontal status

3. Communicate caries risk (CAMBRA)
   Go to http://www.jdentaled.org/cgi/reprint/71/5/595 for more information regarding recommendations for patients at moderate to extremely high risk for caries.
MODULE EIGHT:
Timing of Your Message

A plan for how and when to contact your patients needs to be in place.

There may not be a perfect time to contact a patient. People are very busy. The dental appointment needs to be a primary concern to the patient. This value needs to be added at the dental hygiene appointment. If your patient is new to your office, this will be the time to begin communicating and possibly changing this current value for your patient.

When contacting dental hygiene patients, there should be a specific auxiliary who is responsible for this important task. Days each week and specific times should be scheduled and added to the office computer secretary. Many dental software systems have what is called the Office Secretary. You can schedule a pop-up for a time to begin this task, each day, each week and every month throughout the year.

Always run a monthly report to track what types of patients are outstanding for dental hygiene appointments, non-surgical treatment, periodontal maintenance and even restorative treatment that has not be scheduled.

Write down at what intervals for the various types of appointments you will send a post card, letter, email, or text message. Always begin contacting overdue patients or unscheduled patients personally, which is by a personal phone call at a number you know where they can be contacted.

When you create a schedule listing how to contact patients with one through five, eventually, your patient will receive the message that means something or the timing of your message will be perfect for a positive response.

Continuing Care Notices Example:
- Due for continuing care appointments: Send email three weeks prior
- Due for continuing care appointments: Send computer generated post card
- Unscheduled hygiene patients: Call the week of their continuing care due date
- 30 days past due for hygiene appointments: Email reminder to you to call patients
- 60 days past due for hygiene appointments: Email reminder to you to send letter to patients
- 90 days past due for hygiene appointments: Email reminder to you to call patients
Your Dental Hygiene Department is no longer considered a loss leader. The Continuing Care System is only one area that you need to keep well oiled.

When your patients return regularly for non-surgical preventive therapy by the dental hygienist, you will have a thriving dental business. Without regular preventive appointments in the dental hygiene department, you will essentially have an urgent care or emergency care dental business.

Here are some money saving tips to keep your patients entering the front door of your dental practice and your practice profitable:

1. **Take charge**
   One of your valuable team members need to be held accountable for patient follow-up. This task should be completed each day. The size and current success of your dental practice will dictate how much time will be spent on follow up.

2. **Timing is important**
   Many dental offices offer evening and weekend appointments. This is a perfect time to call patients and schedule missed or overdue patient appointments. Most patients will answer their phones and schedule if you call them when they are not busy at work, participating in family activities, etc.

3. **Call the most current overdue patients first**
   Calling your current continuing care patients is the easy part. When patients drop off the hygiene or doctor’s schedule, getting patients to return for an appointment can become tedious and very time consuming. This is where communication is one extremely important system to have in place. Patient retention and reactivation efforts are critical for you dental business to thrive and survive indefinitely.

4. **Call before you write a letter or send an email**
   How many times have patients told you “I’ll call you when I know my schedule”? Do you believe that calling the patient later to schedule the appointment may create anger and they won’t return for future appointments? If this is true, then this patient was never really a patient. This is very similar to a friend who gets offended very easily. A real friend will accept you through the good and the bad. It never hurts to call someone you care about and ask, “How are you doing?”

5. **Encourage patients to pre-book their next dental appointment**
   - The dental auxiliary who just participated in the patients treatment and the same person who knows and understands the patients’ needs, is the best person to schedule the next appointment.
6. Track your results
Just as in real estate, they say “Location. Location. Location”, in dentistry we need to “Track results. Track results. Track results.”

If you don’t track your results you will not know where you stand in the order of success or failure - what works and doesn’t work.

IMPORTANT:
Have a clearly defined Continuing Care strategy in place. This is just one area of success that will bring profitability to your dental business for many years to come.

For a Complimentary Pulse of your Dental Practice call or email us today.

Office: 503-970-1122
Email: support@dentalpracticesolutions.com
Website: www.dentalpracticesolutions.com

“Dental Practice Solutions has provided me and my office amazing and valuable information regarding practice management. I find myself frequently looking back to reference the information I have gleaned from their services. I’m grateful to Debbie for all of the guidance she has given our dental practice over the years. The eBook Continuing Care for Dental Practice Success is a part of my desk! I can’t live without this book! I was able to immediately re-activate patients we have not seen in 2-3 years with this information. Thank you, Debbie. You are awesome!”

Angela M. Donovan, CDPMA
Robert A. Spingler, DMD
If you found this helpful please consider participating in one of our other programs. Debbie has currently developed a Case Presentation Course for the entire team to participate all from the comfort of their office. This is a low-cost method to quickly and easily get the team involved with the process of presenting treatment to patients through specific methodologies for the various limitations and oral conditions patients will present within your office. You can read more about this low-cost and effect tool to build profits in your dental practice: www.dentalpracticesolutions.com/products/case-acceptance

Debbie’s customized client curriculum and proven advice is from years of hands-on experience. Ms. Seidel-Bittke, has personally worked in clinical practice, years before she ever began as a coach and consultant.

Ms. Seidel-Bittke, has also proven herself as an educator. She worked for many years as a dental hygienist and as an assistant professor at the University of Southern California, in the dental hygiene department and taught practice management to the senior dental students.

In 2007, Ms Seidel-Bittke, authored the accreditation for a new dental hygiene program in Portland, Oregon. She also assisted in writing much of the CAMBRA protocols and initial evaluation forms alongside 3M ESPE.

**Her list of speaking engagements is impressive, including repeat appearances at many of the following:**
About the Author

- Chicago Midwinter Meeting
- Yankee Dental Congress
- California Dental Association
- Rocky Mountain Dental Conference
- Holiday Dental Conference
- Pacific Dental Conference
- Oregon Dental Association
- Wisconsin Dental Association
- New Mexico Dental Hygienists’ Association
- Kansas Dental Hygienists’ Association

For more information on how you can benefit from the products and services offered by Dental Practice Solutions please visit www.dentalpracticesolutions.com