

A Generational Approach to Improving Treatment Case Acceptance



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

~Maya Angelou

We are in the midst of a shift from product-centricity to people-centricity. Investments in your team and your customer are essential.

Dental practices pushing services rather than focusing on the wants of the patient will see their revenues dwindle over time.

We must have a strong culture in order to be patient-centric because it requires knowing the patient and catering to their wants.

If there is a service that they need but do not want, IT IS THE TEAMS JOB to influence the patients' mindset from a need to a want.

- First, we have to be able to prove the value of the need to the patient. WIIFT! What's In It For Them?
- The secondary approach is explaining how the treatment will benefit their long-term oral health.
- Lastly, demonstrate how accepting treatment now will lower their long-term costs

Generations will respond better to treatment recommendations if we close the generational gap and deliver the information to them in the communication style they expect.

- Watch my vlog for more information: [How to Increase Treatment Case Acceptance](#)

Baby Boomers

- Need thorough explanations
- Prefer conversations in person or by phone
- Value an appealing smile and optimal dental health
- Allow time to have a relaxed discussion
- Schedule treatment and invite them to contact you with any other questions

Generation X

- Respect authority, follow rules, and are often linear thinkers
- High achievers, but not always creative thinkers
- Recommend ideal treatment plan(s) with phased scheduling and payment options
- Focus on good dental health for appearance and as part of total body care.
- Appreciate follow-up communication with text or email as their preferred engagement

Generation Y (Millennials)

- Technology dependent
- Want instant gratification, and are intolerant of waiting
- "What is best for me?" attitude when it comes to dental care decisions
- Be patient-attentive, without interruptions
- Provide same day service and combine appointments

Gen Z (Age 5 - mid-20's)

- As digital natives they expect the use of advanced technology
- Look to the future and are very money conscious
- Want explanations and options that focus on prevention
- Goal is to avoid expenses in the future, that could be addressed now

By speaking the right generational language, we can improve relationships, ensure patient loyalty, and increase our treatment case acceptance. Which all contributes to practice growth.

Lisa Copeland, RDH, CSP, CVP
Communicate With Influence LLC
www.CommunicateWithInfluence.org
206.465.1637