



Scripting is Key!

New Patient  
or  
Patient Through  
Hygiene

Cases involving two or more implants should be considered for the diagnostic sequence

# *Patient in Hygiene*

Separate Appointment

# *New Patient*

Same Appointment

Script:  
 “As Peggy pointed out there are several areas of concern for your teeth long-term, I would like to take some extra time to study your teeth and present you with options to help prevent further or redundant dentistry. Is that o,k.”

Script:  
 “There are several areas of concern, now is the time to take a step back and examine your mouth and present you with all of your options, is that o.k.”

*Comprehensive Oral Exam*  
*Diagnostics*

# *Consultation*

“Now is the time to take a  
step back & look at all that  
is going on and all of your  
options”

*Comprehensive Oral  
Evaluation*

*Separate Appointment*

# *Patient Evaluation and Treatment*

Comprehensive Oral  
Examination  
Diagnostic Work-up  
Consultation



“I will present to you  
all of your options.  
Some of these options  
will be very expensive.  
We will also have very  
affordable options as  
well.”

Drop A Number!!  
High, Low or Both and  
Why?

Makes Consultation  
Much Easier!!

You DO NOT make  
money in Diagnostics,  
BUT you LOSE money  
by not treating the  
patient.

# *Diagnostics*

- One set fee = \$200-\$300
- Includes
  - Examination, mounted diagnostic casts, pictures, FMX and consultation

Do Not Overcharge  
for Diagnostics!

# Be Organized

- Patient's Perceive Effort and Appreciate Attention!
- Will the dentist down the street do this?

# *Brad's Rules*

- Treatment coordinator present
- Materials to have ready
  - Mounted casts
  - Consultation form
  - Radiographs
  - Pictures
  - Hands-on models

# Brad's Rules

## Sequence

- Small talk
- Problems
- Solutions
- Fees
- Payment Method
- Answer questions

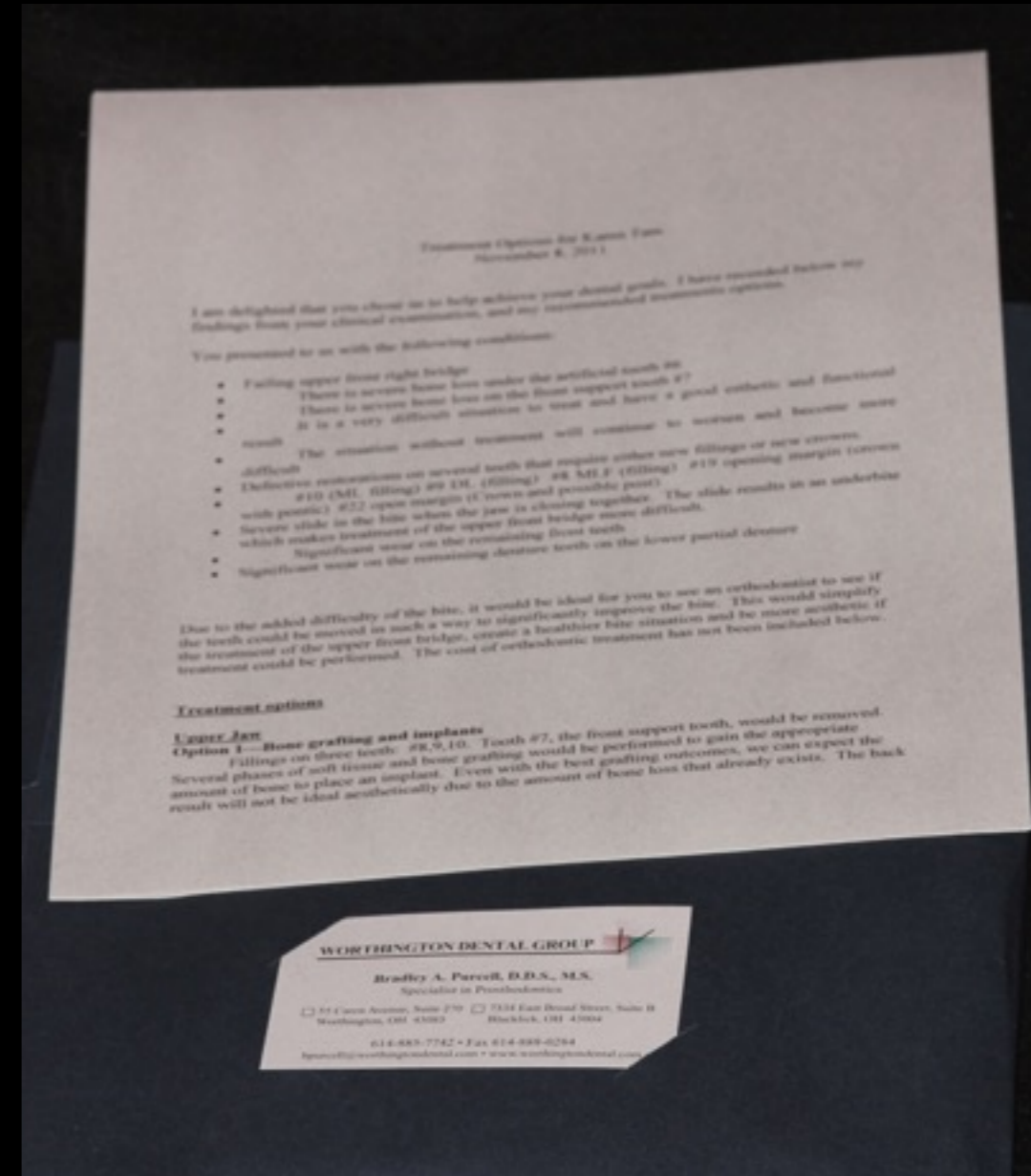


# *Brad's Rules*

**BE CONCISE MINIMIZE  
VERBAL VOMIT**

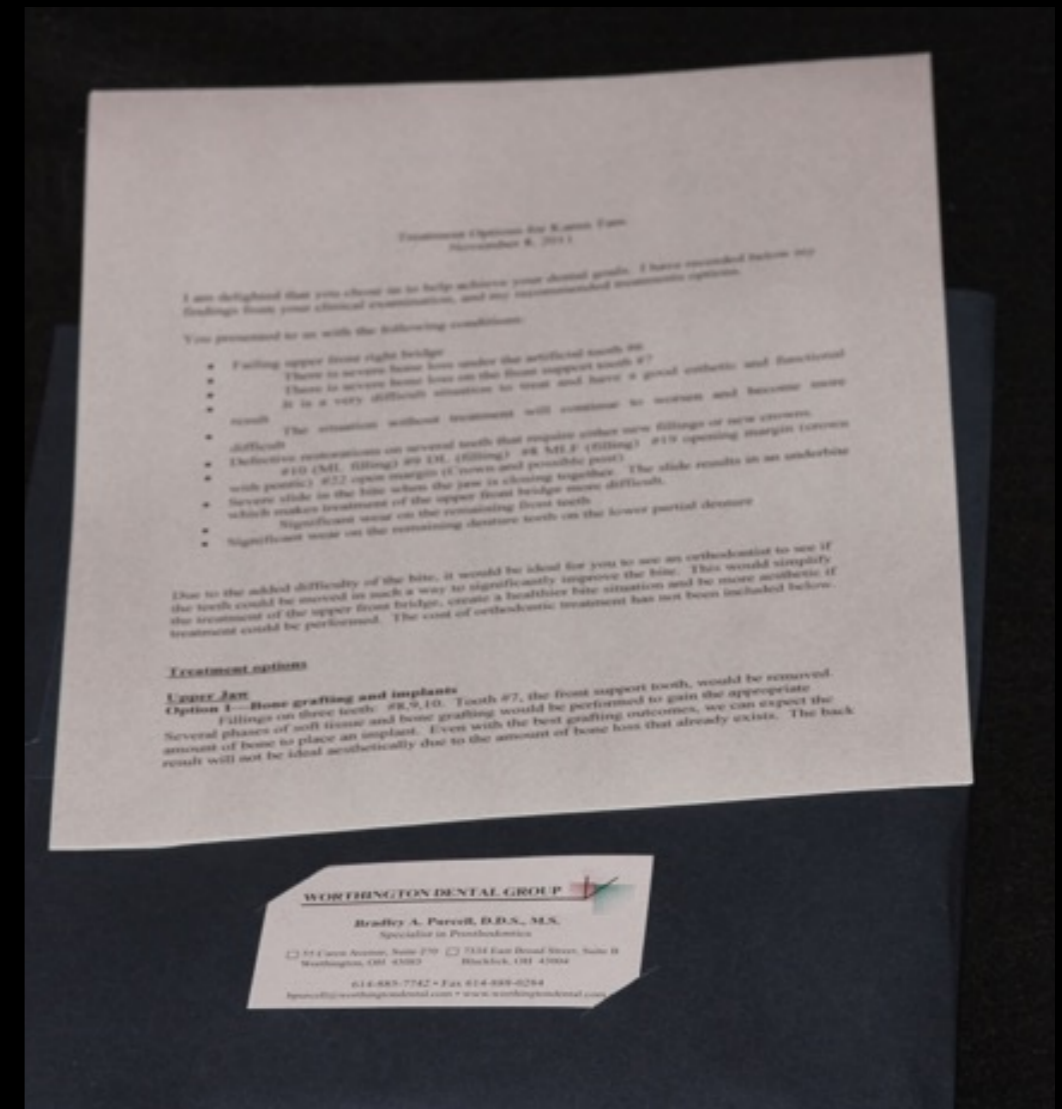
# Content

- Section 1: Problem List/Conditions
- Section 2: Solutions
  - Upper Jaw and Lower Jaw
  - Brief description
  - Cost estimate
  - Time estimate
- Section 3: Closing Statement



# Content

- Section I: Problem List/ Conditions
- Be succinct and clear
- Do not move on until they completely understand

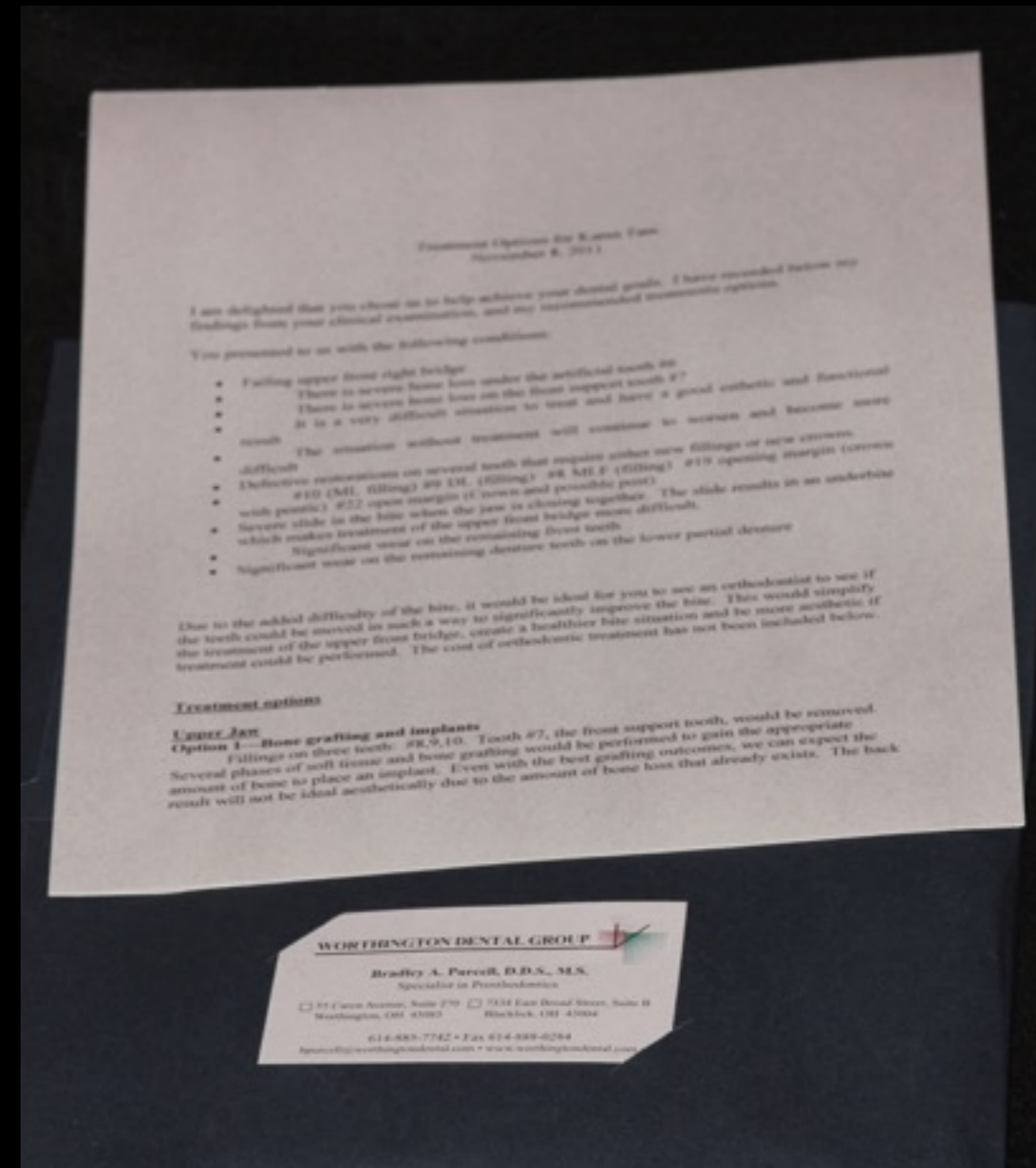


"Will I get all of  
my insurance  
benefit"

YES.....?

# Content

- Solutions
  - Upper Jaw and Lower Jaw
  - Be succinct
  - Do not discuss too much detail; be broad
  - Do not move on until they understand
  - Give them hands-on



# Brad's Rules

- Small talk
- Problems
- Solutions
- Investment
- Payment Method
- Answer questions
- Then What!?

# At The End of Small Talk

- “We are going to go through the problems, solutions, timing and costs. Any questions?”
- Set the stage and take control.....maintain control.

*SCHIEDLICH!!*



*“If the patient does not schedule the work when presented, there is no guarantee that he or she will return to the practice for a second opportunity.”*

Philhower J. Measuring case acceptance. Dental Economics:  
September 2015.

# *Patient States*

*“I want to think  
about it”*

*Dentist's Script*

*“That’s great we will schedule your next appointment for you. The next step is the same no matter which treatment option you choose. If you need to move that appointment for any reason you can call us. There isn’t anything due at the next appointment. If we need to further discuss the options, we can at that time.”*