

# Communication Journey to Increase Case Acceptances



thebapd Next up at the BAPD Theatre one of the best business coaches in dentistry today @dr.bhavna.doshi

[www.dentalwealthbuilder.com](http://www.dentalwealthbuilder.com)



# Dentists with over 30 years experience delivering **x10** Practice Growth



Pioneers in Cosmetic Dentistry,  
Multi – practice Owners



Mentoring  
Coaching  
Transforming  
Empowering



International Speakers on Strategy, Leadership, Growth, Marketing and Sales



Past President, BACD



Private Dentistry Judges >15 years



Voted 2<sup>nd</sup> Most Influential Dentist in UK



Most Featured Dentist on Extreme Makeover



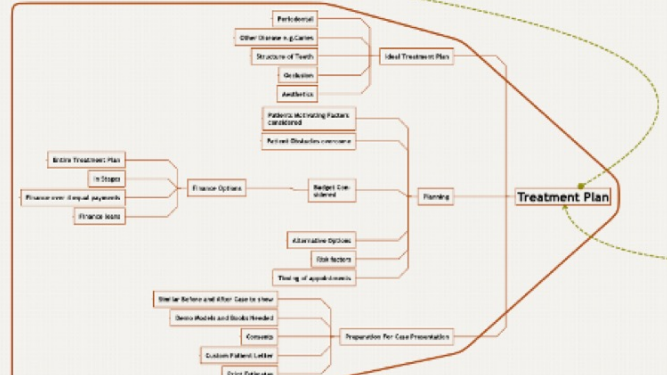
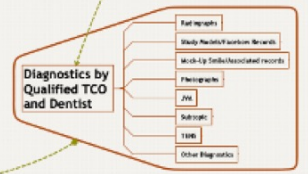
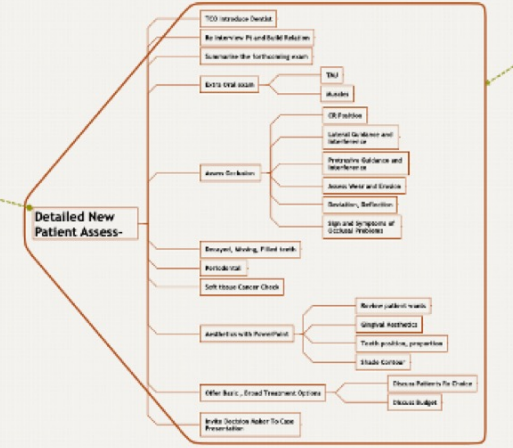
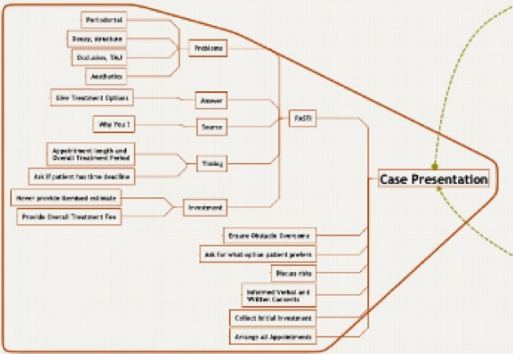
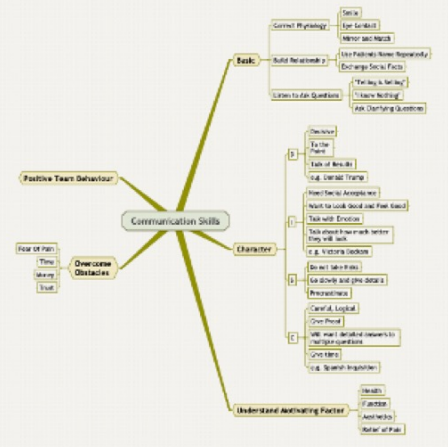
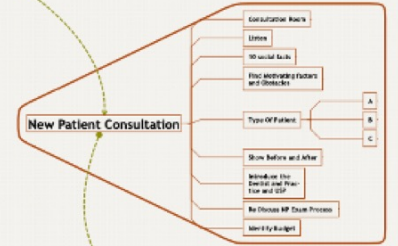
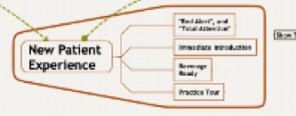
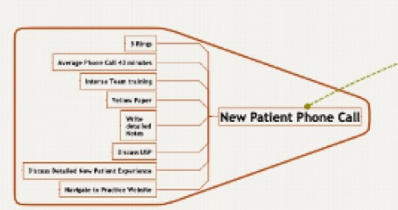
Featured In

# Increasing Case Acceptances for Practices and Dentists

A unique Step-by-Step Case Assessment Process that helps you to achieve your productivity goals as well as those dental goals of your patients. It is a communication and customer service process that allows you to gain greater case acceptance of comprehensive treatment plans and not just “single tooth dentistry”.

Establishing a systemised approach whereby each member of the team can work cohesively to drive the sales process will transform your practice into a successful business. Not only this, but you need to develop a system that can be customised to suit your unique practice and way of doing things.

# STEP BY STEP COMMUNICATION JOURNEY FROM EVERYDAY SALES WITH CONTINUOUS REVISIONS OVER 30 YEARS OF SALES



Case Acceptance

Between Case Presentation with TCO

TCO to have introductory phone call

Show Testimonials

Show statements

Digital Photographs taken and placed in computer

Block Out Time 20 mins to Study immediately after the Treatment Plan

# Increasing Case Acceptances

---

Strategies are proven to increase revenues up to 300% (30% at minimum)

---

Focus on Growth of Practice and Associates, TCO, Team, PM

---

Proven to succeed in 100% of practices.

---

The Program has been worked over span of 30 Years

---

Our pioneering TCO role and integral training were the first of its kind in the UK.

# Practice Communication Program for

- Reception,
- TCO
- Nurse
- PM
- Dentists



# Typical Practice Success Case Study

Income growth from £520,000 to £1,500,000

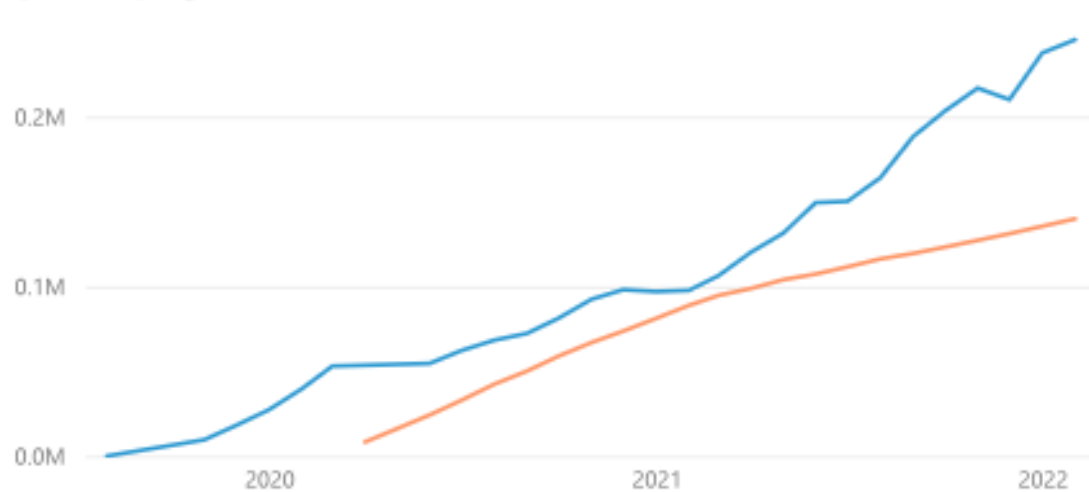
	2022	2021	2020	2019
Revenue	1,529,329	894,894	642,933	524,514
Cost of Sales *	516,302	294,739	245,939	183,330
Gross Profit	1,013,027	600,155	396,994	341,184
GP %	66%	67%	62%	65%
Overheads **	560,220	362,071	246,951	243,513
<b>EBITDA</b>	<b>452,807</b>	<b>238,084</b>	<b>150,043</b>	<b>97,671</b>
EBITDA %	30%	27%	23%	19%

# Typical Dentist Case Study

## Double Turnover of Associate Dentist that started training in Jan 2021

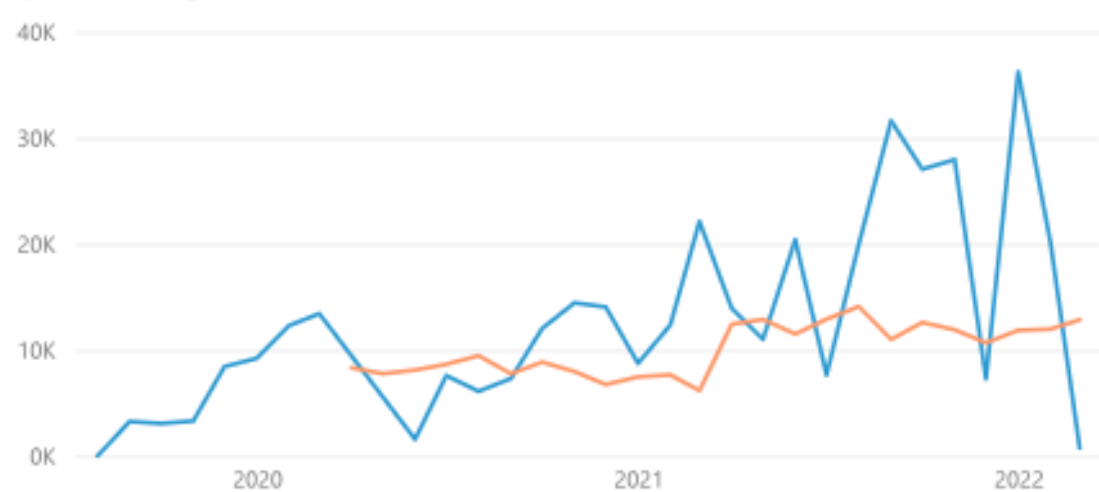
CUMULATIVE LAST TWELVE MONTHS vs TARGET

● Amount ● Target



MONTHLY PRACTICE REVENUE vs TARGET

● Amount ● Target



**ROI SALES PER MONTH PER PRACTICE FROM EACH TEAM MEMBER CONTRIBUTING TO SALE**

**RECEPTION**

**Only 1 sale per month extra per practice for of following:**

**1 Implant – 3k  
1 Invisalign 4 -5 k  
1 x Cosmetic Case 4-8k  
Multiple crowns and fillings 3k**

**15 Practices at £3k =  
£540,000 increased revenue**

**TCO**

**Only 1 sale per month extra per practice for of following:**

**1 Implant – 3k  
1 Invisalign 4 -5k  
1 x Cosmetic Case 4-8k  
Multiple crowns and fillings – 3k**

**15 TCO at £3k =  
£540,000 increased revenue**

**DENTISTS**

**Only 2 sales per month extra per practice for of following:**

**1 Implant – 3k  
1 Invisalign 4 -5k  
1 x Cosmetic Case 4-8k  
Multiple crowns and fillings – 3k**

**30 Dentists at £3k =  
£1,080,000 increased revenue**

**ROI for Team from 15  
Practices**


**Total = £2,160,000  
EBITDA INCREASE =  
£432,000**

A hand is shown in the upper left corner, moving a black chess piece. The chessboard is dark with a network diagram overlay consisting of white and gold lines and nodes. Several other black chess pieces are scattered across the board. The text is centered in white.

Increase % Conversion Rate

Increase Case Acceptance Value

Deliver significant practice growth

A hand is shown in the upper left corner, moving a black chess piece on a dark board. The board is overlaid with a white network diagram consisting of interconnected nodes and lines. Several other black chess pieces are positioned on the board. The text is centered in the middle of the image.

Increase Hourly Rate  
Create Compound Practice Growth  
Large ROI

A hand is shown moving a black chess piece on a dark board. The board is overlaid with a white network diagram consisting of interconnected nodes and lines. Several other black chess pieces are positioned on the board. The text is centered over the image.

Compound Growth Effect for Entire Team  
in  
Knowledge  
Confidence  
Case Acceptances  
Growth  
Improve Retention and Recruitment  

---

Through Elevated Communication

[CLICK HERE](#)  
[TO HEAR](#)  
[ABOUT](#)  
[DWB SUCCESS STORIES](#)



## The Details

### Online Sales Course

Psychology of Sales  
Case Acceptance Process  
Consumer Purchasing Behaviours  
Solution Selling Verbal Skills  
Communication Skills  
Pre Examination Communication  
New Patient Consultation Steps  
Successful E-Consultations  
Post-Consultation Follow-up  
Clinical Co - Discovery  
Examination Process  
Communicating Treatment Plans  
Clinical Evaluation Steps  
Gaining Case Acceptances  
Case Presentation Skills  
Finance Negotiation  
Overcoming Objections  
Follow-up Process & Steps  
Review Protocols  
Increasing Testimonials  
Increasing Referrals  
Recorded Role Play  
Action Plan and Workbook



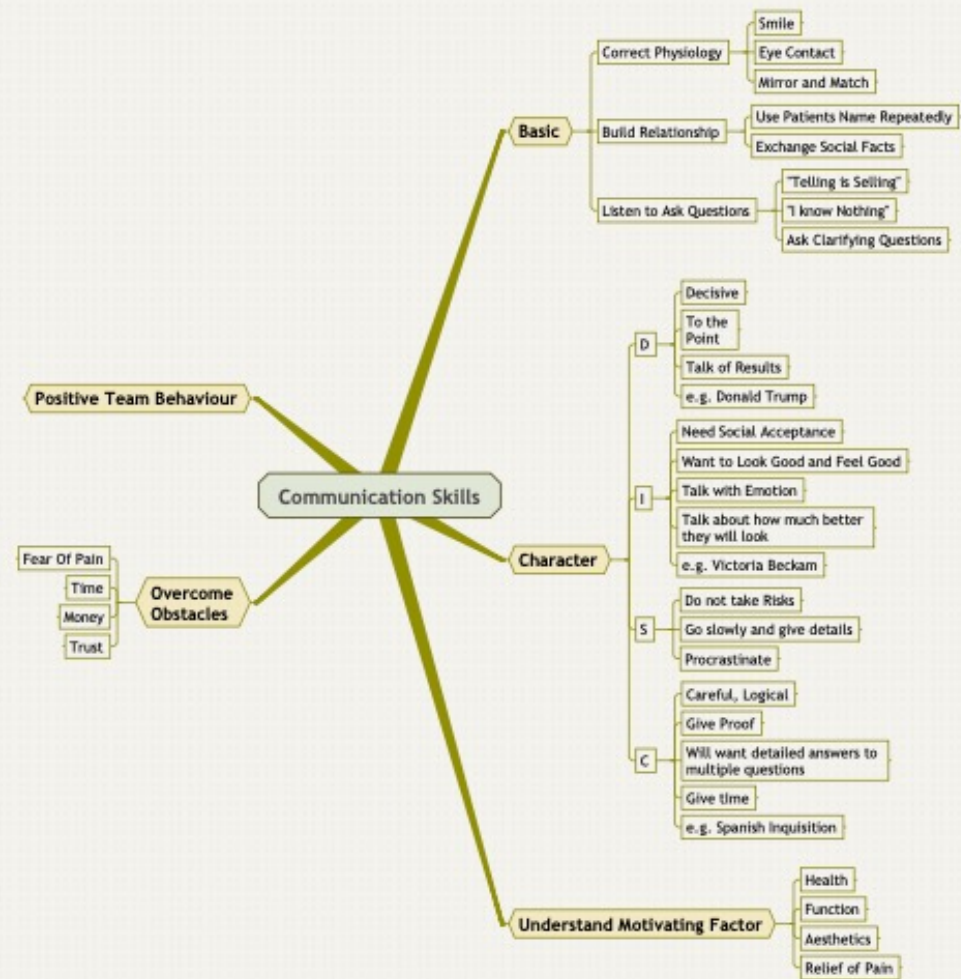
Communication Training  
Topics  
include

# Psychology of Sales



Team and Dentist Mindset

# Communication Skills



# Listening Skills

Build Trust, Build Relationships



# Verbal Skills and Role Play



Increasing Confidence



Creating Value through  
Unique  
Patient Journey

# Telephone Patient Management



# New Patient Consultations



# TCO Training



# Co-Discovery Examination



# Treatment Planning

**Clinical Ex**

Muscle palpation:

- A. Anterior temporalis: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- B. Posterior temporalis: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- C. Trapezius: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- D. Sternocleidomastoid: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- E. Occipital: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- F. Masseter: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- G. Mental pterygoid: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

TMJ Palpation:

- A. Lower jaw palpation: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- (Tenderness = capsulitis)
- B. **Stenosis:** (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- (Tenderness on pressure after sleep on back teeth)

Ligament tests: No Yes R L **Grade**

C. Clicking or popping: No Yes R L **Grade**

D. Grating or crunch: No Yes R L **Grade**

(If yes ACD may describe; may indicate degenerative)

Manipulation: easy moderate

Initial point of contact in Centric Relation: \_\_\_\_\_

Degree and Direction of Slide: Lateral Slide (Centre Line) \_\_\_\_\_

Anterior Slide (Down) \_\_\_\_\_

Vertical Slide (Down) \_\_\_\_\_

Range of motion: opening (0-50) \_\_\_\_\_ mm

Deviation: \_\_\_\_\_

Pain with movement: **possible**, no yes protrude

Joint **discomfort**: \_\_\_\_\_ M

Class of occlusion: Molar **class**: \_\_\_\_\_ R \_\_\_\_\_ L \_\_\_\_\_ Class of \_\_\_\_\_

---

**PERIODONTAL**

How much harmful plaque and tartar is there? **MILD MODERATE ADVANCED**

1 2 3 1 2 3 1 2 3

Is there any bleeding on gentle probing? 1 2 3

Are there any plaque or food traps? YES NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Are there any areas of thin gum tissue? (lack of keratinised tissue) YES NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Has there been loosening due to loss of gum support? (Grade 1-3) \_\_\_\_\_

Right \_\_\_\_\_ Left \_\_\_\_\_

What level of gum disease is there? **Mild Moderate Advanced**

Which teeth have a poor prognosis? (i.e. XLA) \_\_\_\_\_

Any area which may benefit from gum surgery? **YES** NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Any gum detachment from teeth? \_\_\_\_\_

Probing Depths: UR <3mm 4-5mm >5mm

UR

UL

LL

LR

LA

LL

---

**PERIODONTAL**

How much harmful plaque and tartar is there? **MILD MODERATE ADVANCED**

1 2 3 1 2 3 1 2 3

Is there any bleeding on gentle probing? 1 2 3

Are there any plaque or food traps? YES NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Are there any areas of thin gum tissue? (lack of keratinised tissue) YES NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Has there been loosening due to loss of gum support? (Grade 1-3) \_\_\_\_\_

Right \_\_\_\_\_ Left \_\_\_\_\_

What level of gum disease is there? **Mild Moderate Advanced**

Which teeth have a poor prognosis? (i.e. XLA) \_\_\_\_\_

Any area which may benefit from gum surgery? **YES** NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Any gum detachment from teeth? \_\_\_\_\_

Probing Depths: UR <3mm 4-5mm >5mm

UR

UL

LL

LR

LA

LL

---

**PERIODONTAL**

How much harmful plaque and tartar is there? **MILD MODERATE ADVANCED**

1 2 3 1 2 3 1 2 3

Is there any bleeding on gentle probing? 1 2 3

Are there any plaque or food traps? YES NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Are there any areas of thin gum tissue? (lack of keratinised tissue) YES NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Has there been loosening due to loss of gum support? (Grade 1-3) \_\_\_\_\_

Right \_\_\_\_\_ Left \_\_\_\_\_

What level of gum disease is there? **Mild Moderate Advanced**

Which teeth have a poor prognosis? (i.e. XLA) \_\_\_\_\_

Any area which may benefit from gum surgery? **YES** NO Where? R \_\_\_\_\_ L \_\_\_\_\_

Any gum detachment from teeth? \_\_\_\_\_

Probing Depths: UR <3mm 4-5mm >5mm

UR

UL

LL

LR

LA

LL

**SMILE ANALYSIS**

Subject Level: \_\_\_\_\_ Tooth Local

Gum Tissue Health: \_\_\_\_\_

Wax (7.5-9.5mm) \_\_\_\_\_

Height (11-13mm) \_\_\_\_\_

**SOFT TISSUE EVALUATION** ALL OK

Lymph Nodes: Yes No

Lip: \_\_\_\_\_

Palate: \_\_\_\_\_

Oropharynx: \_\_\_\_\_

Tongue (sublingual): \_\_\_\_\_

Mucosa: \_\_\_\_\_

**VENTURES**

Age (current): \_\_\_\_\_

No. Of Dentures: \_\_\_\_\_

Worn at night: YES NO

Stomatitis: YES NO

Comfortable: YES NO

Loose: YES

Other Comments: \_\_\_\_\_

CAB History: \_\_\_\_\_

RCT History: \_\_\_\_\_

---

**SMILE ANALYSIS**

Width of Smile: Narrow Normal

Smile Border thin lip: Lower Lower

Teeth showing on smile: \_\_\_\_\_

Increased fullness for: \_\_\_\_\_

Gingiva Discolor: None Papilla Molar

Illucoe: Thick Thin

Deepest recourting (crown lengthening)

Less lip (mm) 6 5 4 3 2 1 | 1 2

Lip Line: High \_\_\_\_\_ low \_\_\_\_\_

Lower Lip Curvature parallel to teeth: Yes

Which teeth are causing disharmony? R \_\_\_\_\_

Thickness: Thin UPPER LOWER

Depth: Shallow

Lip: \_\_\_\_\_

Symmetry: UPPER & LOWER & R & L UPPER AND LOWER

---

**Upper Incisors at Rest (0.5mm-3mm-4.5mm-7mm-10 mm)**

Amount of tooth showing: UR1 \_\_\_\_\_ mm UL1 \_\_\_\_\_ mm

Lower Incisors at Rest (0.5mm-0.5mm-1.0mm-2mm)

Acoustate \_\_\_\_\_ mm

Excessive \_\_\_\_\_ mm

Not Visible

Symmetrical: Yes No

Profile: Defective vs

Line Angles of Teeth: Make \_\_\_\_\_ Same Narrower

F & V sounds: border wet

E Sound: >12 12

Golden Proportion: Good Poor

**Current Midline Position**

\_\_\_\_\_ R mm \_\_\_\_\_ L

Mid facial \_\_\_\_\_

Vertical \_\_\_\_\_

Carved \_\_\_\_\_

to R to L

**Black Triangles areas**

Where: \_\_\_\_\_

Agreed by: \_\_\_\_\_

DENTIST \_\_\_\_\_

PATIENT \_\_\_\_\_

TEAM MEMBER \_\_\_\_\_

Aesthetically  
Structurally  
Biologically  
Functionally

# Effective Case Presentations (of larger cases)



# Structured Follow Up

<span>☰</span> <span>☰</span> <span>🔄</span> <span style="background-color: #28a745; color: white; padding: 2px 5px;">Add deal</span> <span style="float: right;">£19,300 · 9 deals</span> <span style="float: right;">☰ David Bloom ▾</span> <span style="float: right;">☰ Everyone ▾</span>									
Patient Name	1st Follow Up £4,000 5 deals	2nd Follow ... £0 1 deal	3rd Follow Up	Call from M...	Discount Off. £2,600 1 deal	No Respons... £6,225 1 deal	Assessment...	ex4 offer let...	Gone Ahead £6,475 1 deal
	<ul style="list-style-type: none"> <li> <span>👤</span> <b>niall chandler deal</b> ⚠️  <small>£0 niall chandler</small> </li> <li> <span>👤</span> <b>Victoria Wright deal</b> ⚠️  <small>£0 Victoria Wright</small> </li> <li> <span>👤</span> <b>Keown,Christine deal</b> ⚠️  <small>£3,215 Keown,Christine</small> </li> <li> <span>👤</span> <b>Walsh,Stacey deal</b> ⚠️  <small>£785 Walsh,Stacey</small> </li> <li> <span>👤</span> <b>daniel najar deal</b> ⚠️  <small>£0 daniel najar</small> </li> </ul>	<ul style="list-style-type: none"> <li> <span>👤</span> <b>Steve Machin deal</b> ⚠️  <small>£0 Steve Machin</small> </li> </ul>			<ul style="list-style-type: none"> <li> <span>👤</span> <b>schira heeroo deal</b> ⚠️  <small>£2,600 schira heeroo</small> </li> </ul>	<ul style="list-style-type: none"> <li> <span>👤</span> <b>Carolyn Saby deal</b> ⚠️  <small>£6,225 Carolyn Saby</small> </li> </ul>			<ul style="list-style-type: none"> <li> <span>👤</span> <b>Shani flavell deal</b> ⚠️  <small>£6,475 Shani flavell</small> </li> </ul>

# The Program

## 9 month Communication Training Program includes:

1 to 1 meeting with each Team member to understand and motivate each team member

Quarterly 1 day “Live” **Communication Masterclass**

Quarterly Workshops for TCO/ Teams

Quarterly Workshops for Dentists

Access to Online Learning for Communication Training

Over 65 videos and Action Plan Workbook

Monthly Practice Virtual Support Meetings (Review Progress, Action Points and Workbook)

# Masterclass Outline

The Masterclasses have been specifically designed to increase in complexity as you advance from one to the next. This will make it easier for you to learn and understand how to integrate the communication journey into your practice and role. We will start with the basics and move on to more sophisticated language skills and techniques

# Masterclass 1

Establishing a Sales Process and designing a Communication Journey for patients.

Break down the entire journey into its most minor components, allowing you to build trust and value for your patients.

Techniques and tools needed for impactful Foundational Verbal Skills and explore Verbal & Non-Verbal Communication techniques.

Creating the Vision for your practice and looking at how you can differentiate your practice from others.

# Masterclass 2

Elaborate on the  
Foundational  
Verbal Skills

Build Trust and  
Build  
Relationships

Advanced  
Communication  
Skills

Role Play of  
Clinical Cases

# Masterclass 3

Co- Discovery  
Clinical  
Examination

TCO Process

Case  
Presentation

Systems, Diary  
and Follow Up  
Process

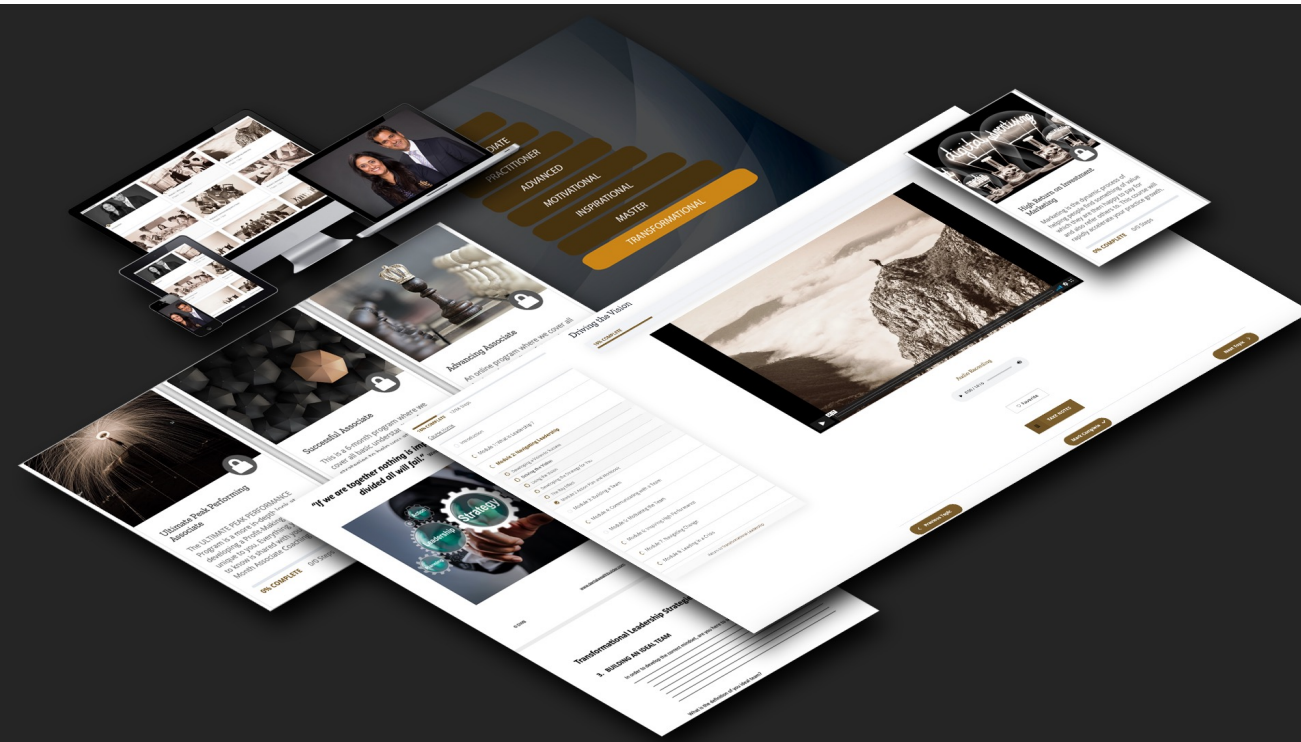
# Masterclass 4

Integrating  
Patient and  
Communication  
Journey

Mitigating Cost  
Barriers and  
Finance  
Negotiation

Increase Internal  
Marketing,  
Reviews, Referrals

Tracking Success



Role Play

Online Support Training

> 60 videos

10 Modules

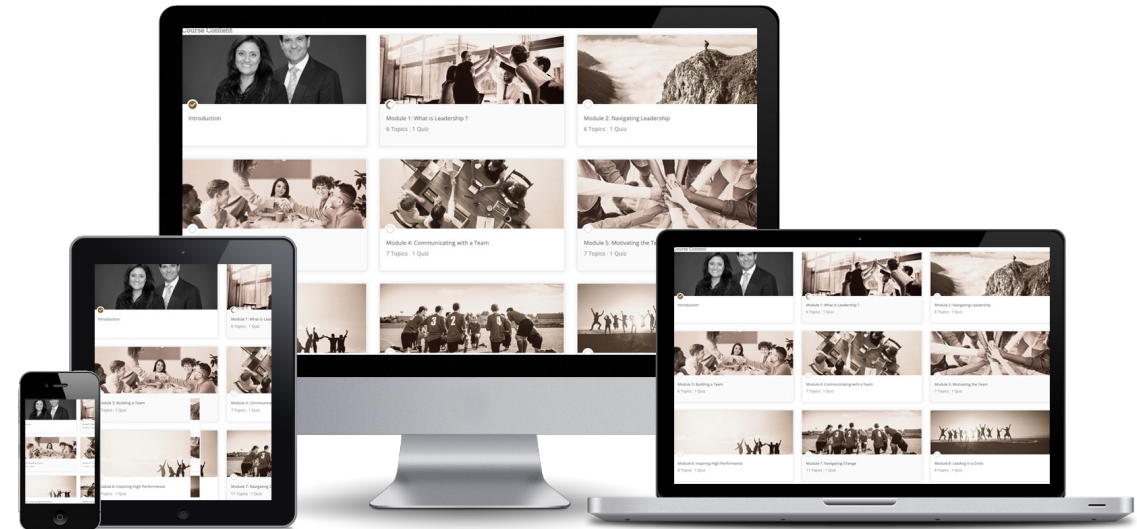
Action Plan Videos

Action Workbooks

Practice Meetings

including

The Online Learning





How to get the best out of the program

1 Topic

[View Module](#)



Module 1 – Strategy and Vision

17 Topics | 1 Quiz

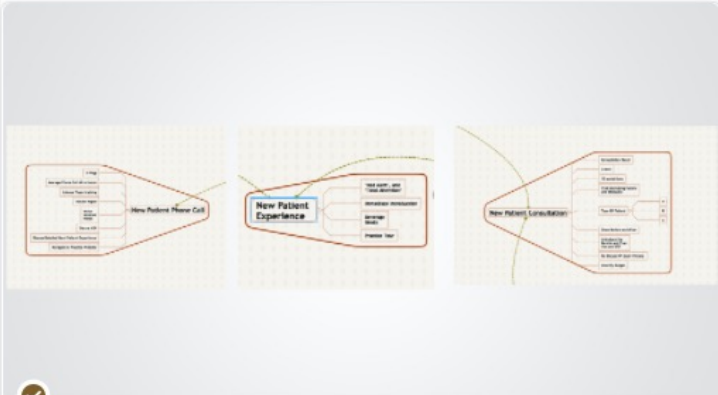
[View Module](#)



Module 2 – Psychology of Sales

9 Topics | 1 Quiz

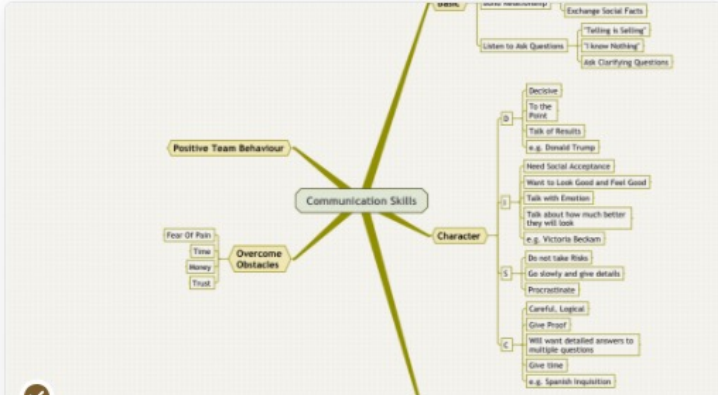
[View Module](#)



Module 3 – The Sales Process

3 Topics | 1 Quiz

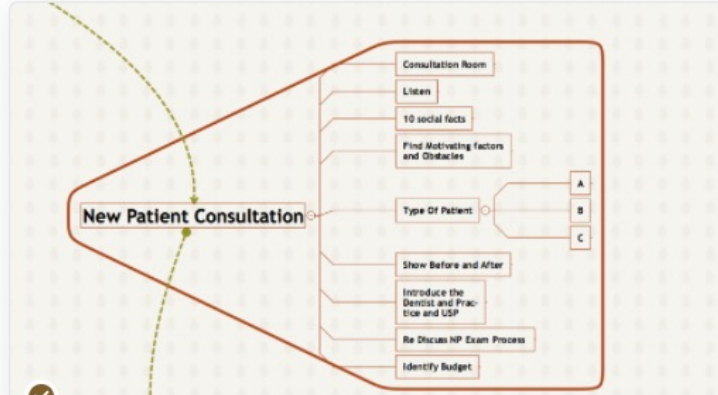
[View Module](#)



Module 4 – Effective Communication and Verbal Skills

14 Topics | 1 Quiz

[View Module](#)

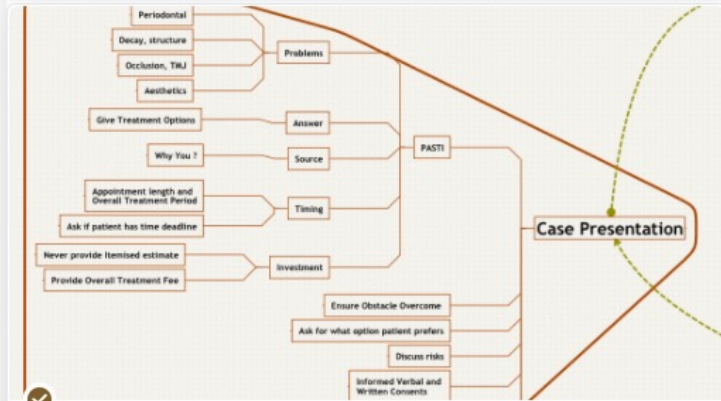


Module 5 – Consultation and Clinical Examination

8 Topics | 2 Quizzes

[View Module](#)





Module 6 – Case Presentation and Review

5 Topics | 1 Quiz

[View Module](#)



Module 7 – Advanced Clinical Examination

9 Topics | 1 Quiz

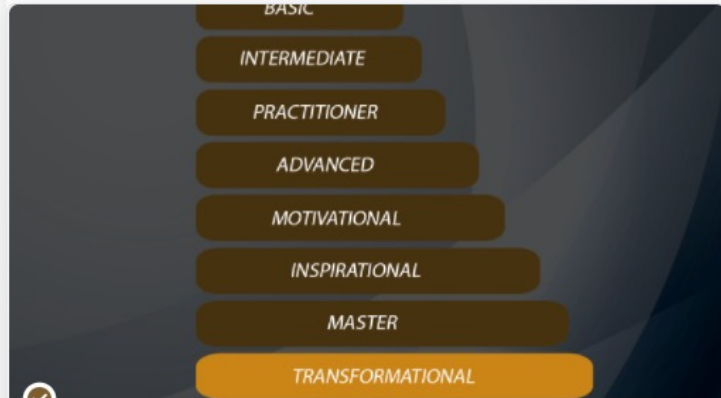
[View Module](#)



Module 8 – Marketing for Associates

8 Topics

[View Module](#)



Module 9 – Leadership for Associates

[View Module](#)



Module 10 – Systems

3 Topics

[View Module](#)

# Developing the Right Mindset

92% COMPLETE 81/88 St

Ultimate Peak Performing Associate > Module 1 - Strategy and Vision > Developing the Right Mindset

COMPLETE

MODULE PROGRESS

82% COMPLETE



Audio Recording

▶ 0:00 / 7:21

♥ Favorite



Take Notes

[Course Home](#)

- ✓ How to get the best out of the program
- ✓ **Module 1 - Strategy and Vision**
- ✓ Breaking Barriers to Success
- ✓ **Developing the Right Mindset**
- ✓ Responding to Market Changes
- ✓ DWB Philosophy of Change
- ✓ Responding to Change
- ✓ Your Resources
- ✓ Developing your Vision
- ✓ Benefits of a Vision
- ✓ Realising your Vision and Achieving Goals
- ✓ How to know which Opportunity is for you
- Getting Ahead
- Working in a State of Flow
- Effective Self Management
- ✓ Compounding Your Success
- ✓ **Module 1 Workbook and Downloads**
- ✓ Establishing Your USP
- ✓ DWB USP Technique
- ✓ Module 2 - Psychology of Sales
- ✓ Module 3 - The Sales Process
- ✓ Module 4 - Effective Communication and Verbal Skills
- ✓ Module 5 - Consultation and Clinical Examination
- ✓ Module 6 - Case Presentation and Review
- ✓ Module 7 - Advanced Clinical Examination
- ✓ Module 8 - Marketing for Associates
- ✓ Module 9 - Leadership for Associates
- ✓ Module 10 - Systems

# All Supporting Documents

Page 3

Ortho: \_\_\_mm Overbite: \_\_\_mm

**Clinical Ex**

Muscle palpation:

- A. Anterior temporal: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- B. Posterior temporal: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- C. Trapezius: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- D. Sternocleidomastoid: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- E. Chin: \_\_\_\_\_
- F. Masseter: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_
- G. Temp of Masseter contraction: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_

TMJ Palpation:

- A. Lower jaw rotation: (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_  
(Tenderness = capsula)
- B. **Stenosis:** (R) 0-10 \_\_\_\_\_ (L) 0-10 \_\_\_\_\_  
(Tenderness on pressure after biting on back teeth)

Ligament laxity: No Yes R L **Grains**  
(Clicking or popping on pressure with finger ft ear on)

C. Clicking or popping: No Yes R L **Grains**

D. Grinding or clenching: No Yes R L **Grains**  
(If yes ACOB may develop; may indicate degenerative)

Mandibulation: easy mode

Initial point of contact in Centric Relation

Degree and Direction of Slide: Lateral Slide (Centre Line)

Anterior Slide (Dewbite)

Vertical Slide (Dewbite)

Range of motion: opening (0-50) \_\_\_mm

Deviation: \_\_\_\_\_

Joint with movement: **flexible**, no yes protrude

Class of occlusion: Molar **Class** \_\_\_ R \_\_\_ L. Class of d

Page 3

Ortho: \_\_\_mm Overbite: \_\_\_mm

Lateral Inferences:

Working Non-Working

R 6 7 6 5 4 3 2 1 | 1 2 3 4 5 6  
 8 7 6 5 4 3 2 1 | 1 2 3 4 5 6

RIGHT LATERAL MOVEMENT

Non-Working Working

R 6 7 6 5 4 3 2 1 | 1 2 3 4 5 6  
 8 7 6 5 4 3 2 1 | 1 2 3 4 5 6

LEFT LATERAL MOVEMENT

Proximal Inference:

R 6 7 6 5 4 3 2 1 | 1 2 3 4 5 6 7 8 | L  
 8 7 6 5 4 3 2 1 | 1 2 3 4 5 6 7 8

Shinestock hold in CO: R | L

**OCCCLUSION**

Any evidence of grinding? Yes No Where? R | L

**AVOIDER or DESTROYER**

Is tooth wear consistent with age or accelerated?  Consistent with age  Accelerate

How much acid erosion is there? (wear facets match, in areas of occlusal contact, D+E, W&E, whity)

MINIMUM MODERATE ADVAN

How much tooth wear is there (attrition)? (wear facets match, in areas of occlusal contact, D+E, whity)

MINIMUM MODERATE ADVAN

How much gum recession is there?

MINIMUM MODERATE ADVAN

**Habits**

Bruxism  Clencher  Tongue Thrust  Other

© DNB www.dentalestablishment.com 3

**dnb** Strategic Success, Global

**Gaining Case Acceptances Workbook**  
CASE PRESENTATION

In this workbook, please answer the questions below as they will serve as a reminder of the concepts discussed in the modules and more importantly **Why** you should take action. Therefore, use the Action Point section to implement the relevant strategies in your practice.

Although you will find that as you go through the modules, there will be plenty to do and think about, I have created this action plan guide and the associated workbook, to help remind you of the important points you should know and what to action. Much of this you will find self-explanatory, but some parts may be necessary reminders.

It is best that you action, the most important points of each module as you go through the modules. This way you will be continuously practicing the ideas and improving in the techniques.

This program has been designed specifically, so that you can layer more complex advanced ideas on top of foundational basis.

In this program we use the term "Sales" and "Selling" synonymous with "Gaining Case Acceptance".

**"Sales is the process of helping someone to discover something of value in a product or service so that they can make the correct decisions and hence are happy to pay for that product or service."**

© DNB www.dentalestablishment.com 1

Page 7

Risk Factor: Subject Level, Good Tooth Local

Gum Tissue Health: **SMILE ANALYSIS**

Patient's Concerns:

- Natural look
- White teeth
- Straight tee
- Do my gap you closed

**SOFT TISSUE EVALUATION** ALL OK

Lymph Nodes: Yes No

Lips: \_\_\_\_\_

Palate: \_\_\_\_\_

Oropharynx: \_\_\_\_\_

Tongue (sublingual): \_\_\_\_\_

Mucosa: \_\_\_\_\_

**ENTITIES**

Age (current): \_\_\_\_\_

No. Of Dentures: \_\_\_\_\_

Worn at night: YES NO

Stomatitis: YES NO

Comfortable: YES NO

Loose: YES

**Other Comments:**

C&B History: Tooth \_\_\_\_\_

RCT History: Tooth \_\_\_\_\_

© DNB www.dentalestablishment.com 7

**ACTION POINTS: CASE PRESENTATION**


- What are the steps in your case presentation process?
- Practice the way you would present all the components of your Treatment Plan in both Steps 2 & 4.
- What are all your financial options that you are able to provide each patient in your practice?
- Do you offer patients finance plans? If not how can you arrange this?

**Case Presentation**

- Problem (Identify their problems)
- Answer (Ideal Treatment Plans)
- Triage
- Investment (Exact Fees Involved)
- Primary Clinical Closure
- Secondary Clinical Closure
- Source (Why You?)
- Financial Closure
- (Eliminating Obstacles)
- Appointments & Consents

© DNB www.dentalestablishment.com 4

**Gaining Case Acceptances: Implementation**



**CASE PRESENTATION**

© What does FACTI stand for?

© What communication is necessary in the clinical examination in order to get a case acceptance?

© DNB www.dentalestablishment.com 2

# Workbooks Templates Guides Action Plans

Congruent  
*consistent*  
communication training  
for  
entire team

1

Online, Masterclass and Live Training

2

Learning needs Repetition

3

Over 60 Videos to use immediately

4

Tried, Tested, Proven

5

Reception, TCO, Nurse, Dentist, PM



### Increased Profits.

You will see your revenues increase as more and more patients accept your treatment advice and are happy to go ahead with the treatment. Your treatment acceptance rate for comprehensive care will increase.



### Team Driven

This means that you don't have to rely on your clinical providers to "sell" the cases. All the value you need to add and the process is driven by the team. This enables you to create an efficient and effective cohesive team all focused on helping your patients attain the best outcome in their oral



### Online Learning

Our online workshops include enhancing Communication Skills, Verbal Skill Training and how to carry out a comprehensive examination of your patients in a way that encourages full patient engagement. We also facilitate improved customer service. These sales protocols have a direct impact on increasing your bottom line.



### Increased Results

You will be able to produce increased revenues on a regular consistent basis, not just for the short term. This is because this program enables you to develop an internal marketing and sales process that is highly impactful and effective.



### Systemised Journey

All the possible team training you need is provided by the program. All the forms, documents, protocols, verbal skills and tools are given to you. You simply need to put it into action. Your team can learn in their own time at their own pace.



### Achieve Your Vision and Goals

Gain a committed team that works towards a common shared purpose in accomplishing your practice vision.



### Higher Practice Revenues

A team driven practice will increase profitability and prevent stagnation of growth.



### Creating Value

This process enables you to better understand the needs of your patients. Thus, you will be able to distinguish yourself from other practices and also add so much perceived value that your patients will remain loyal to you. As a direct consequence of this process, you will create brand ambassadors and raving fans.

# Unique Sales Process congruent to Different Practice Style




# One size does not fit all!

---

- Sales is NOT robotic learning
- Sales is NOT the same script for everyone





Optional  
Transformational  
Leadership  
Program  
for Practice Managers and  
Clinical Leads



**Transformational Leadership  
Masterclass & On-Demand Program**

*“Leadership is the art of helping people reach their best potential as leaders; whilst nurturing a committed group that will work cohesively towards a shared purpose.”*



# Creating Team Driven Success

---

A hand is shown in the upper left corner, moving a black chess piece on a dark board. The board is overlaid with a white network diagram consisting of interconnected nodes and lines. Several other black chess pieces are positioned at various nodes on the board. The text is centered in the middle of the image.

Build Effective & Efficient team  
Creating Transformational Leader  
Motivate and Inspire High Performance  
Create Team Driven Growth

# 3month Transformational Leadership Program includes:

1 day “Live” **Communication Masterclass**

Workshops for Practice Managers

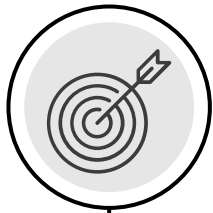
Access to Online Learning for Transformational Leadership  
Over 65 videos and Action Plan Workbook

Monthly Practice Virtual Support Meetings (Review Progress, Action Points and Workbook)

# WORLD CLASS PRACTICE DEVELOPMENT

## Increasing Marketing ROI

X ROI marketing comparison



## Helps Recruitment and Acquisition

For entire team



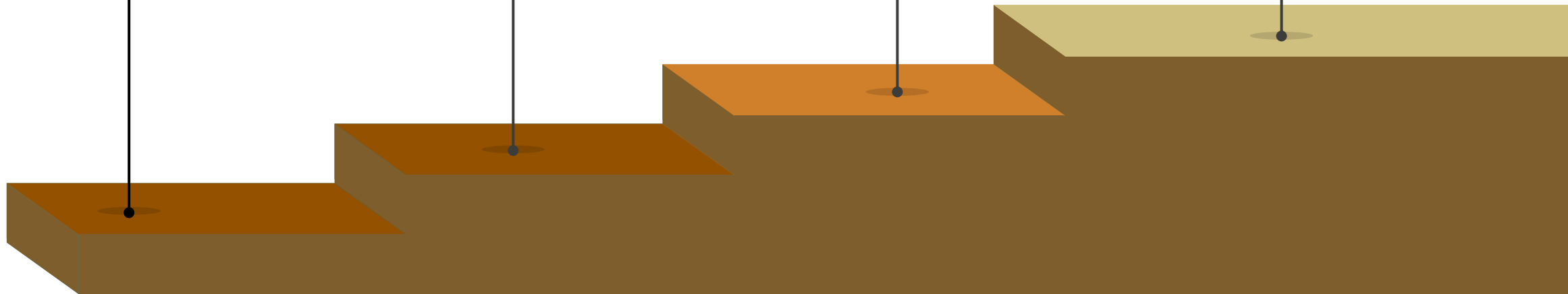
## EBITDA Compound Increase

EBITDA increase with Dentists  
EBITDA increase with TCO  
EBITDA increase with Reception



## Transforming Dentistry

Creating Corporate of Choice





PRESS FEATURES

BBC

London Evening Standard

marie claire

sky

TATLER

this morning

Extreme MAKEOVER

Daily Mail

EXPRESS

Working with.....



**PHILIPS**



bredent UK

tabeo



**COLTENE**

Dentex.



PRESS FEATURES



marie claire

sky

TATLER

this morning

Extreme MAKEOVER

Daily Mail

EXPRESS

# Empowering ~ Inspiring ~ Transforming

---



[www.dentalwealthbuilder.com](http://www.dentalwealthbuilder.com)  
[bhavna@dentalwealthbuilder.com](mailto:bhavna@dentalwealthbuilder.com)