The Hawaii Dental Association

Is Pleased To Present Their 2017 Annual Session

Featuring A Lecture

With

Rosemary Bray

“SERVICE ~ A Dental Necessity!”

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At the Hawaii Convention Center ~ Honolulu, HI

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CUSTOMER SERVICE has become a critical aspect of dentistry. Years ago, a practice could be considered “successful” merely by producing quality dental care, in any specialty. Today, however, the practice that wants to set itself apart from the norm AND be successful - has to create an environment where patients get “knock-your-socks-off” treatment, every day, from everyone and at every visit. There are so many choices of dental practices where patients can go and even if your treatment is the BEST quality available, if the patient does not LIKE YOU, they will choose another practice and sometimes, unfortunately and sadly, forfeit your quality clinical care in making that choice. How great when you can be an office that delivers BOTH!

What does it mean to “knock their socks off in a dental office”? Quite simply, it means that there is nothing you will not do to provide an extraordinary experience at each and every contact with your office. Not merely the FIRST visit but every one!

You will become obsessed with customer service, as Ken Blanchard tells us in his great book, Raving Fans. Meeting their expectations used to be sufficient ~ it worked well enough. Today the consumer is more demanding, has more choices and expects more from us, the provider. Our goal must be to create today’s Raving Fans, not merely yesterday’s satisfied patients.

Your customer service is everything your practice is and does. Yes, it is what you do; but even more, it is who you are. How sad if your patients are only satisfied because their expectations are so low or because no one else is doing better. Just having satisfied patients isn’t enough anymore. If you really want a booming practice, you have to create those true Raving Fans.

The surest way to make patients fall in love with your office, come back for more and tell others how wonderful you are, is to practice the “and then some” (ATS) principle. It’s the willingness to go that extra mile that separates the true champions from the “also-rans.” There are far too many “also-ran” practices. And good news, there is still room on that extra mile for you!

The customers’ (for you, patient’s) expectations are the baseline, so you win and keep your customers, patients, by exceeding their expectations – by surpassing the baseline.

- Meet their expectations first ~ give them what they want.
- Exceed their expectations second ~ only when you exceed the expectation will the customer (patient) give you credit for exceptional service (“And Then Some”).
- Promise less than you can deliver and then deliver more than you said you would.

If you promise more and then deliver less, you’ve set yourself up for failure.

For your service to be extraordinary, knock your socks off quality, outrageous, and then some:

You must do things for your patients (your customers) that are:

Un_________________ Un_________________ Un_________________


This is a terrific book to help you learn what customers (patients) expect and want from you. The author spoke at a dental meeting about 10 years ago and I sat in the front row, taking notes!

YOUR DENTAL PRACTICE SUCCESS CYCLE
Being successful in ANY business, including your Dental Practice is all about ___R______
and your ability to be a ___M______ of ___P______ R______!

15 % of one’s financial success is due to technical knowledge
85 % is due to skill in human engineering, to personality & the ability to lead people
(Carnegie Foundation for the Advancement of Teaching)

In Dental Practices, those people are your patients, their families, your referring offices, the community at large and each other in the office.

Everyone Must Provide An Extraordinary ___E______
For ___E______ Patient * * * E__________ At ___E______ Visit.

That Means Me, _____________________________

The more the patient feels rewarded, the greater are the odds that he or she will continue to be your patient. The less rewarded, the greater are the odds that he or she will be someone else’s patient.

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When every office interaction causes a patient to feel rewarded, validated, confident and pleased, the patient will continue these interactions with you to further continue those positive feelings.

4 Knock Your Socks Off Customer Service providers that we can learn from are:
1. _________________________________________________________________
2. _________________________________________________________________
3. _________________________________________________________________
4. _________________________________________________________________

Every customer of the beauty salon, the restaurant, the department store, the car dealership, an airline, a hotel, or of yours, expects THREE things to occur every time they do business with you:

Personal _____________  Operational _____________  Product _____________

How Do We Deliver this Great Customer Service?

Step 1 – C________ it         Step 2 – B______ it         Step 3 – A______ it

1. Develop your customer service slogan (your vision, your mission statement). Saying “we are no worse than the competition” will not suffice. Write it together as a team. Post it up. Eat it, breathe it, live it and BE it. Allow your patients to hold you accountable for what it says!

2. Get your patient’s opinion. Conduct a Patient Satisfaction Survey at least yearly (preferably twice a year) and always give it to each new starting patient. Don’t wait until the end of the treatment plan to find out you could have done something better all along.

3. Carefully select and heavily train your entire team. This is the hardest part. Treat them well and your happy employee will be your best source of advertising and marketing. Be appreciative verbally, first and foremost. Train to the max. All the slick financial and marketing techniques in the world are no substitute for an army of satisfied employees (or patients). But employees come first. They have to be happy to market the practice and WANT to provide outstanding service! We talked about this morning, so you are all good with this part, right???

4. Keep learning and growing ~ go to meetings, buy tapes and books. The entire office must commit to exceptional service. Walk the talk or shoot the way you shout!

5. Promote yourselves internally ~ brag subtly, display what you do, teach your patients about your dentistry, perio, oral surgery, ortho, your commitment to them, etc.

6. Take care of the whole person, not just the teeth, gums, or malocclusion of your patients.

7. Communicate ~ communicate ~ communicate well (on the phone, written and face to face).

8. Be good listeners. That also means do not interrupt when your patients talk to you!

Remember: Progress is never the result of contented people.
We have a short amount of time to impact someone’s life, and we can do it in many ways:

- A warm, real smile
- A touch on the shoulder
- A compassionate word
- A caring, personal note
- A genuine compliment
- A sincere thank you
- A rose sent to a home
- A gift certificate
- An undisputed refund
- An empathetic ear
- A follow-up phone call
- An apology ~ with no excuses

**How Can We, The World’s Greatest Practice, Deliver That Extraordinary, “Knock Your Socks Off” Service?**

1. Start with that initial phone call ~ make it a WOW phone call they will remember.

2. Confirm that initial visit the night before without “confirming” it. This takes talent!

3. When a patient has to wait in your office:
   - a) Tell them there is a wait. Why do we so often fail to do this?
   - b) Provide ample reading material ~ make it current and appropriate
   - c) Give them books to read (cookbooks, the *Chicken Soup for the Dental Soul* books, nice travel books, a daily newspaper, etc.) For a great price reduction on the dental books, see my web page link - or call the author directly at 951.677.6300.

4. Have a comfortable reception room. Make it the way YOU would like it if YOU were the waiting patient. Make it for the patient and not for yourself. It is not about YOU. Keep it updated and remodeled often. They see this space first so be sure it gives a great first impression ~ along with your people at the front desk!
   - Provide chairs that are plentiful and relaxing, in good repair
   - Have an environment that is comfortable, clean, temperature-controlled, smells good
   - Have toys for toddlers and games, videos, etc., for older kids
   - Provide water, tea, coffee, and lemonade or cold juice on hot days
   - Bake cookies, serve bagels, have goodies now and then
   - Have office contests, bulletin boards, team pictures, photo albums, a newsletter
   - Have a desk to draw at or do homework, free Internet connection (With controls please)

5. Be on the lookout for the “Dirty Tray Tables” in your office. Who coined that phrase? _________

6. Know those “Ten Deadly Sins of Customer Service” and vow to eliminate them from your office and from your personal behavior. Each of you focuses on yourself.
Extraordinary Service ~ A Dental Necessity!

7. Get total commitment from each team member ~ **not just involvement. (BIG difference!)**

8. Those doing Ortho, make every deband day the way you wanted your deband to be! New patients at their exam will see this celebration so be sure it IS one! Promise as a team to make all special dental appointments truly special ~ don’t be afraid to lighten up!

9. Take the attached Customer Service Quiz every six months and don’t settle for anything but improving scores each time you take it. Then discuss all your answers.

10. Read the books recommended today, as well as any other positive material to assist you in improving. Attend all meetings you can, pick other people’s brains while you are there and buy CD’s or tapes when not able to be there. Form and then attend study groups.

11. Network and brainstorm with others who are already doing what you want to be doing. Ask colleagues, friends for their good opinions! Copy them! It’s great to have role models and mentors. Ask for assistance and ideas!

12. Vow to always give patients more service than they are paying for. The do just that.

13. Make your initial exam appointment an extraordinary experience. Be complete with the diagnosis, treatment plan, diagnostic records and discussion of finances.

14. Look great, be great, talk great, and perform great. Set & keep high standards for all the team.

15. Keep a positive attitude in the office. Talk needs to be upbeat, polite and happy and regarding only appropriate subjects and involving the patients at all times. Not having this can ruin every other thing you ever try to do! **No BMW’s or CAVE’s!**

16. Dress for success – in and out of the office. Clean, sharp, crisp, professional AND appropriate. Some dental patients have not begun treatment because of the way a team member was dressed, (or not dressed)! You all are the greatest visual aid in your entire office so never doubt that people look at YOU more than the art work on your walls or your new carpet.

17. Promote yourselves both internally and externally with marketing ideas that show creativity, passion, fun and personal interaction (give stickers, balloons, birthday cards, postcards, baby cards, sympathy cards, bookmarkers, water bottles, Frisbees, tee shirts) ~ whatever you and your budget are comfortable with. Just do it!

18. Thank your patients every day for being your patients. They did have a choice to be anyone’s patient and they chose you. They continue to have that choice ~ every day.

19. Give the highest quality treatment at all times ~ tell your patients that you are capable and efficient and quality oriented! Then show them that you are, involve them in all decisions.


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21. Talk to each other about what is going well and how you can improve. Review your Patient Satisfaction Surveys at every team meeting. Ask each other for constant input. Share your own personal great and not-so-great customer service stories.

Be the professional office that is obsessed with customer service & building relationships ~ not merely the one that is just thinking about it. Sitting here today will not do it.

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**Forbes Survey Results on “Why Customers (Patients) Quit”**

- % will die
- % will move away
- % will develop other friendships
- % will leave for competition reasons
- % will be dissatisfied with your product
- % will quit because of ________________________________

**Over which of these do we **

**have any control ???

Very Sad ~ Yes. Yet also very true.

*It is important to do things right, but it is more important to do the right things.*

It basically comes down to just this:

If you can provide service that is better than your patient can get anywhere else, they won’t go anywhere else. Outstanding service does not come from policy manuals. It comes from people who truly DO care and from a culture that encourages and models that type of caring and committed attitude. It takes the Right People! That’s why we talked about that last year before talking about this topic. Without a great TEAM, you will not be able to deliver this type of superior service.

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**Avoid The Ten Deadly Sins of Customer Service**

1. I don’t ______
2. I don’t ______
3. I can’t be ______
4. I don’t really ____
5. I know __ __
6. You don’t ______
7. We don’t ___ _____ ____
8. Don’t _____
9. I’m _____ and you’re _____
10. Hurry up … ___ ____!

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**Have You Been Guilty? Of course you have…you are human.**

**You CAN eliminate these from your behavior and thoughts!**

Remember That Customer Service Is NOT A Department ~ It Is An ATTITUDE!

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SUGGESTED READING AND TAPE LISTENING
Extraordinary Service ~ A Dental Necessity!

To achieve a level of “Knock Your Socks Off Service” for your dental patients
(not one of these books is about teeth, braces, or the dental field in any way
and yet they are ALL about you! These are my favorites of many choices.)

How to Win Friends and Influence People
Relationships 101
Branded Customer Service
The 7 Habits of Highly Effective People
The Starbucks Experience
Time Tactics of Very Successful People
Raving Fans and Gung Ho!
Dealing With People You Can’t Stand
Selling the Invisible, The Invisible Touch, or What Clients Love
Relationship Selling
How To Win Customers and Keep Them For Life
1001 Ways to Energize Employees (or the others he wrote)
An Enemy Called Average *
Positively Outrageous Service or Outrageous!
Attitude is Everything
Fabled Service
The Nordstrom Way
Delivering Knock Your Socks Off Service
Coaching Knock Your Socks Off Service
144 Ways to Walk the Talk
Fish!, Fish Tales, Fish Sticks, Fish For Life!
Pushing the Envelope
The Purple Cow (and the sequels)
Customer Satisfaction is Worthless-Customer Loyalty is Priceless
Relationship 101
Visionary Business: An Entrepreneur’s Guide to Success
Hug Your Customer
The How of Wow!*
How To Make People Like You in 90 Seconds
Branded Customer Service
Guerrilla Marketing Excellence
Marketing Outrageously
Selling is a Team Sport
The Disney Way
Delivering Knock Your Socks Off Service
Who Stole My Customer?
91/2 Principles of Innovative Service Given Today As a Prize!
It All Starts With Marketing* Given Today As a Prize!

Our Great Dental Practice Customer Service Quiz

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Score each of the following questions from 1 to 10, with 10 being all the time, without fail, consistently, 100%.

1. Every day, in some way, I ask for the referral of a new patient. _____

2. I send at least one handwritten note/text (or I call) each day to a patient or parent. _____

3. Every day I give out at least one brochure or a handout or I verbally explain a program or service which my office provides. _____

4. My conversation in the office focuses entirely on the patient and not on me. _____

5. Every day I tell at least one patient how terrific our treatment or services are. Bragging is easy for me because I really believe it! _____

6. My daily communication with my co-workers/DRs is positive empowering and upbeat, and it is without gossip ~ especially in front of our patients. _____

7. I believe that compassion is a major element in customer service and I show it daily in some way (i.e., a hug, a listening ear, a follow up phone call, a personal note sent, etc). _____

8. Every day I do something to improve either myself, or my relationship with my office. _____

9. I go to every possible continuing education meeting I can get to, regardless of the subject. If I can’t be there, I will try to order the CD’s/tapes/handouts. _____

10. I have bought, read and absorbed at least one self help or professional book or CD/tape in the last six months. It was called ____________________________ _____

11. I compliment my teammates and my Doctor regularly to their faces and to my patients. _____

12. I give genuine, sincere compliments to all my patients/their parents without fail. _____

13. I believe that I will get everything in life that I want if I just help enough other people to get what they want. (Whose motto is that? _____________) _____

14. I truly feel “passionate” about my profession, my work and my practice. _____

15. I treat each of our patients as if he or she was the ONLY patient we have. _____

150 to 135 points = Excellent “Nordstrom-Like” Practice!! ©
134 to 120 points = Very Good Service ~ Keep It Up!!
119 to 100 points = Good But Lots of Room To Improve
99 to 80 points = I Sure Need To Get Better
Below 79 points = Maybe I Need To Get Another Job?

(Hope not!)

Meet Your 2017 HDA Guest Speaker

Rosemary Bray has spent more than 30 years employed in the dental profession,

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with experience in General dentistry, Periodontics and Orthodontics (18 years). Her last 16 years were as Office Manager and Treatment Coordinator for a quality San Diego, CA Orthodontic practice. She left in 1998 to begin her self-employment as a speaker and consultant in Orthodontics and Dentistry. She was one of the founding members of the Pacific Coast Treatment Coordinators Study Group and also of the San Diego Dental Office Managers Study Club. Rosemary has proudly now celebrated her 47th anniversary in teeth!

She taught oral hygiene and dental care to 400 children from 37 different countries at the International Community School of Zurich for two years while she and her family lived in Zurich, Switzerland for a 4 year period. A tooth brushing program was instituted in the primary school curriculum as a result and her program is still ongoing today. Those International kids are still brushing! 😊

She has lectured nationally and internationally on every continent except Antarctica on behalf of the American Association of Orthodontics (AAO), and every constituent, numerous Orthodontic companies, various dental societies, Ortho and dental study groups and for her own workshops and seminars. In 2011, she was honored to be the Staff Program Co-Chair for the AAO Annual Session in Chicago and has been featured on well over 20 consecutive AAO programs. She is a feature speaker at most dental meetings too, such as the ADA, CDA, Yankee Dental, Star of North and of the South, Dallas Dental, AAPD, Chicago Mid-Winter and the prestigious Hinman Dental meetings.

Rosemary is the Past President and a Board Member of the San Diego Children’s Dental Health Association (a non-profit dental clinic in San Diego which treats approximately 500 needy children each month). This is a last resort care facility which relies on donation alone to operate. In 2007, they began to finally provide Orthodontic care as well as quality dental care!

She has been a visiting Clinical Instructor in the Orthodontic department of the University of the Pacific School of Dentistry in San Francisco where she’s donated her knowledge and experience to the future orthodontists studying there and she has spoken at many Orthodontic schools as a gift back to the profession.

She serves on the Board of Directors for the American Association of Orthodontics Foundation (AAOF), which supports and promotes education and research in orthodontics. Rosemary also serves on the Education Committee for the Pacific Coast Society of Orthodontists (PCSO) and assists in planning Annual Sessions, for that AAO Component society. Rosemary is self-employed as an office trainer and consultant specializing in

- New patient exams, TC Training
- Internal and external marketing
- Outstanding customer service
- Verbal, written communications skills
- Team relationships, motivation, incentives, retreats and team building
- Personalized office retreats and seminars

She gives personalized office retreats and seminars and is available for speaking engagements. She travels the world in the name of teeth and smiles.

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