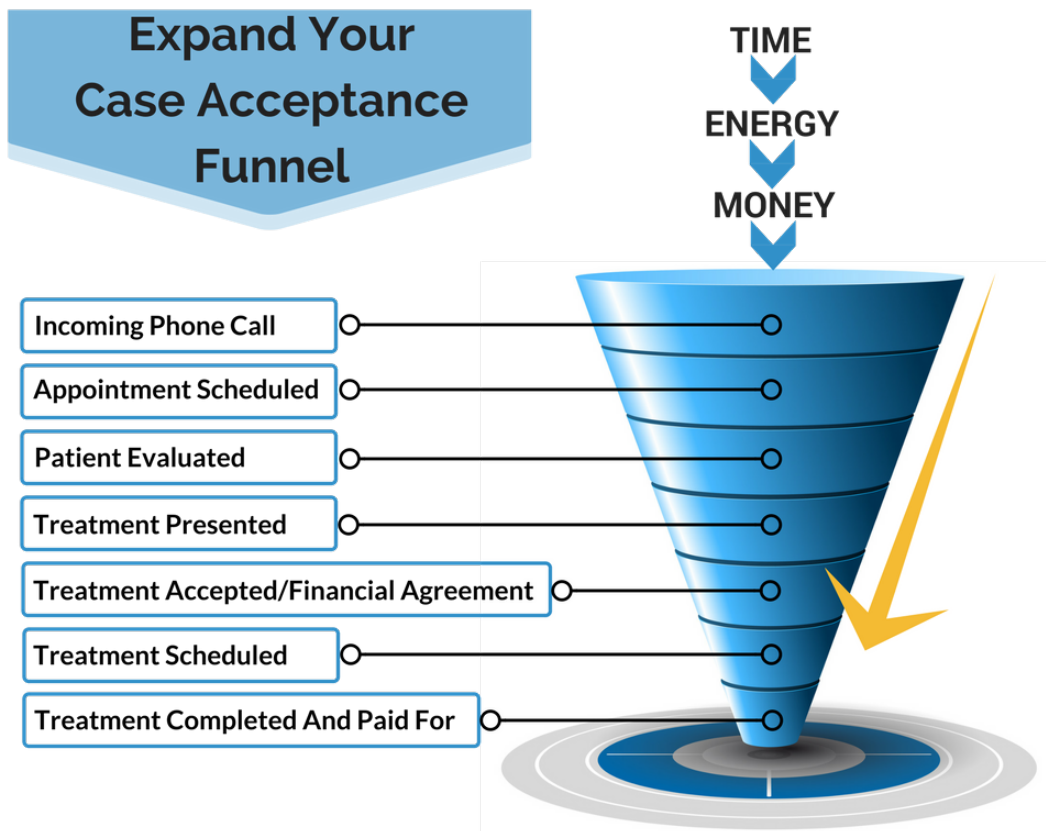


# Driving Case Acceptance

## *Make Treatment Discussions More Like Disney and Less Like the IRS*

What do we mean by *More Disney, Less IRS*?



What % of your treatment is accepted? \_\_\_\_\_

What % of treatment *should* be accepted? \_\_\_\_\_

### **Understand WMI – *What’s Most Important* to the patient**

What do I believe is most important to patients regarding their dental health?

# THE BELIEF

CYCLE



## Inspire an Eager Desire

*The intraoral camera is for more than diagnosis.*

Show the patient...

What we are \_\_\_\_\_

What we \_\_\_\_\_

What's \_\_\_\_\_

If we want to know what is most important to each individual patient, we must not assume. We must ask them.

## Why are handoffs so important?

We must raise our standards when having financial conversations.

Make it easy for the patients to say yes.