

LENDING CLUB PATIENT SOLUTIONS PRESENTS



Successful Case Presentations

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They don't cover this material at most dental schools...but it's all critical to the success of any practice."

Dr. Ari Nazarian, DDS

Introduction

This series of complementary eBooks, brought to you by Lending Club Patient Solutions, shares valuable findings from top dental professionals who have direct experience owning and operating a highly successful private practice.

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This ebook "Successful Case Presentation" features the valuable advice from Dr. Ari Nazarian, DDS.

Make the Case.



Close the Sale.

Learn the Art of Co-Diagnosis

“ THE KEY TO IMPROVING CASE ACCEPTANCE IN ANY PRACTICE IS TWO-FOLD:

- Make a compelling case presentation.
- Offer multiple easy and affordable payment options.”

—
- Dr. Nazarian

As Dr. Nazarian defines it, co-diagnosis is a far more collaborative way of delivering treatments plans. Plus, the more the patient is involved throughout the process, the more likely he or she will understand the issues and embrace your recommendations. Too many patients seem to think no pain means no problems. However, a picture can be extremely persuasive.

Dr. Nazarian puts it this way, *“Often patients have no idea of what’s going on in their mouth. All they see is what’s in the bathroom mirror. The most challenging part can be explaining the problems to patients in a way that they can understand and agree to the needed treatment. For me, co-diagnosis is one of the most powerful tools.”*

The Art of Co-Diagnosis

TOOLS AND TECHNIQUES

To begin a co-diagnosis program, you'll need an intraoral camera to shoot in-mouth photography. It doesn't have to be an elaborate setup—just so long as it has a digital output. You'll want to share the images with the patient immediately.

Next, you'll need a display that presents the images effectively. A tablet is fast and easily accessible, or, if you're looking for a larger, more permanent display, an oversized monitor mounted on the wall of the exam room makes a real statement. It also helps to provide the patient with an anatomical model. In Dr. Nazarian's experience, when most patients hold a piece of the model, they feel free to inspect it and ask further questions. In other words, it builds on the co-diagnosis process. Once the images are up on the display, you can further elaborate on the area in question.

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— Dr. Nazarian

The Art of Co-Diagnosis

TOOLS AND TECHNIQUES

Using the full-mouth imagery gives you talking points that patients can immediately understand. Also, ask questions, like, “Am I being clear in my explanation?” and “What are your concerns?” Once you have discussed the issue in 3-D, patients are far more receptive to discussing cost.

It’s important to offer patients varying levels of treatment—like a gold, silver and bronze plan—each with different levels of cost. Everyone likes to feel they have options. Here’s how Dr. Nazarian describes the process in his private practice: “After presenting the treatment options and cost—if patients still look concerned, I encourage them to get a second opinion. It’s funny, the more I encourage them to see someone else, the more they want me to do the work.”

Of course, how you present a treatment plan can have as much affect on a successful outcome as what you say. While many dental professionals and their office staff take an informal approach to addressing patients—it’s still important to follow basic presentation rules.

“*Is that really my mouth? That’s the first question patients ask. I show them the areas of concern. I ask questions to gauge the patient’s level of comprehension. Then, we discuss treatment options.*”

— Dr. Nazarian

Compelling



Case Presentation Tips

Compelling Case Presentations

Give someone the choice of making a public presentation or swimming across a shark tank and many folks will seriously consider taking a dip with Jaws. Before you protest, saying “Case presentation isn’t public speaking,” stop and consider the similarities. In both cases you need to:

- ➔ Address an audience who may be skeptical.
- ➔ Understand your audience and their feelings on the topic.
- ➔ Educate the audience to win them over.
- ➔ Convince the audience that they need what you’re offering.

While most case presentations usually only involve an audience of one (maybe two in pediatric cases), your clarity and composure will determine how your message is perceived and understood. The fact is, people don’t make purchase decisions when they are confused. Use the following guidelines to ensure you make compelling presentations every time:

Compelling Case Presentation Tips

- ➔ **KEEP IT SHORT**—Most adults can only focus on a message or task for 8 to 10 minutes without becoming distracted. If a patient is in pain, their attention span will be considerably shorter.
- ➔ **ASK QUESTIONS**—It's a simple way to ensure the patient understands everything you've presented.
- ➔ **MAKE THE MESSAGE MATCH THE AUDIENCE**—Medical terms can be confusing. Keep them to a minimum. Acronyms and terminology may also make your patient feel uninformed and make you seem arrogant. Consider using real-world examples that are easier for the patients to relate to. By describing how you have provided relief for patients in a similar situation, you highlight past successes.
- ➔ **SPEAK THEIR LANGUAGE**—Obviously, you need an interpreter for English-as-a-Second-Language patients, but you should be generationally bilingual, too. Seniors aren't going to be as fluent with technology. For younger audiences, "sick" is a good thing. You get the idea.
- ➔ **WORK ON YOUR TONE**—Keep it positive, friendly, down-to-earth and honest. Above all, be non-judgmental. Avoid ending sentences in an escalating tone that suggests every sentence is a question.

Compelling Case Presentation Tips

- ➔ **AVOID UMM'S**—uh's, err's and other fill words. Avoid using words like "don't." Tell your patient what they should do instead. Similarly, don't say, "I hope." Say "I am confident."
- ➔ **USE GOOD BODY LANGUAGE**—Nonverbal communication is just as important as verbal communication. As you present your treatment plans, sit where the patient can see you. The treatment chair should be upright. As you talk, make eye contact. Appear confident: keep shoulders back; hold arms at your sides or in front of your body when making gestures; leave hands open or only slightly closed; smile slightly or keep your face neutral and treat props (like x-rays or dental models) as though they are of value.
- ➔ **ENCOURAGE Q&A**—Consider that some patients may be intimidated by you or the processes you are proposing. Wrap up your presentation with a general Q&A and encourage some feedback. This will provide a good insight into what may be preventing a patient from proceeding with treatment. Money, fear of pain, taking time off work—it could be anything. The best way to uncover and address an issue is to ask.

At this point, most dental professionals hand patients off to a Patient Care Coordinator to discuss how to fund treatment. As Dr. Nazarian puts it, "We're dentists, not bankers. It takes real time and expertise to understand what's covered by each dental insurance plan. Plus, patients want to analyze every item they're paying for—and most dental professionals just don't enjoy those conversations."

Offer Easy and Affordable



Payment Options

Offering Easy and Affordable Payment Options

Dr. Nazarian addressed the issue of who's going to have the "money" conversations in his practice by creating a "Patient Care Coordinator" position. While his initial goal was formalizing a process, the net results have been even more beneficial.

MONEY TALK

Even if your office doesn't have a formal position of Patient Care Coordinator, it's still important to have one consistent manner for discussing payment options within your practice. Developing a written presentation or checklist that shows patients all their payment options allows people to see as well as hear their choices.

This next point is so important, it's worth repeating: **People don't make decisions when they are confused.** Patients need to clearly understand their payment choices. Another benefit to a written form is that it helps standardize presentations. Now, important points aren't missed. It also helps ensure consistency between multiple presenters within your practice, and it's useful for vacation coverage, too.

“ Because Denise C., my Patient Care Coordinator, has the time to understand each patient's coverage, she can develop payment options that match the treatment plans I'm presenting. It's seamless, and our case acceptance numbers have gone way up.”

— Dr. Nazarian

Payment Options

OFFERING A CHOICE OF FINANCING OPTIONS IS ESSENTIAL TO SUCCESS

Honestly, when was the last time you went to make a purchase and found you only had one option? Everything comes in a myriad of shapes, sizes and price points. Consumers expect it. Funding treatment is really no different. Most dental practices have some kind of an office financing plan, but, in Dr. Nazarian's experience, partnering with Lending Club Patient Solutions can significantly broaden borrowers' options without increasing your financial exposure.

Extended Plans¹ offered through Lending Club Patient Solutions come with unusually long terms and low fixed rates based on a borrower's credit profile. The True No-Interest Plans² are truly patient-friendly financing—with no interest accruing during the promotional period and no retroactive interest ever, avoiding unpleasant surprises for the borrower.



1. Rates range from 3.99% to 19.99% APR. Terms available based on amount financed and credit history. All Extended Plan loans made by NBT Bank, N.A. member of FDIC, Equal Housing Lender. Please visit lendingclub.com/healthcare for current rate information.

2. No Interest for 6, 12, 18 or 24 months, after that 22.98% variable APR. Interest will be charged to your account at the standard variable APR of 22.98% (based on the Prime Rate) from the end of the promotional period on the remaining balance if the purchase balance is not paid in full within the promotional period. Minimum monthly payments for this plan during the promotional period will be the greater of: the amount of the purchase divided by the number of months in the promotional period (rounded up to the nearest \$1.00); or \$5. Required minimum purchase of \$499 for the 6-month plan; \$999 for the 12-month plan; \$1,499 for the 18-month plan; \$2,499 for the 24-month Plan. Lending Club Patient Solutions Credit Accounts are offered by Comenity Capital Bank who determines qualifications for credit and promotion eligibility. Minimum Interest Charge is \$1.00 per credit plan. Standard variable APR of 22.98%.

Payment Options

WHERE MONEY IS DISCUSSED IS AS IMPORTANT AS HOW IT'S DISCUSSED

Choosing the right environment to discuss financial arrangements has a huge impact on case acceptance. No one wants to discuss income in a busy waiting room. Plus, social security numbers and other confidential information needs to be kept private. If you are not going to have money conversations in the consultation room, then you need a separate and private consultation area that a Patient Care Coordinator can use. Offering patients access to a tablet or computer to complete applications online, right in your office, can help begin the treatment they deserve as soon as possible.

Any discussion of patient financing options should be as comprehensive and transparent as possible. Lending Club Patient Solutions can help you design a written presentation form and provide other tools and strategies to enhance your presentations. In short, when you empower patients—with more responsible and affordable financing—you can build lasting patient relationships to grow your practice.

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Ara Nazarian, DDS, is founder of the internationally recognized Reconstructive Dentistry Institute in Troy, Michigan. The Institute uses hands-on techniques to help dentists and specialists master protocols for a wide range of cutting-edge dental products and technologies.



Top Tips is brought to you by Lending Club Patient Solutions, a unique and highly efficient way for patients to secure loans. Approvals are fast and easy, and customer-service is second to none. That's great news for you and your patients.

We hope you have enjoyed this ebook and welcome your feedback.



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