

To identify the area(s) that are adversely affecting your treatment case acceptance, please answer the following questions:

- 1) Have you and your team established—and can write—a clear Standard of Care for each clinical condition and procedure?  yes  no
- 2) Can your team clearly communicate the features, advantages, and benefits of all of your clinical procedures?  yes  no
- 3) Do you have a standard, consistent protocol for your diagnostic procedure?  yes  no
- 4) Is your diagnostic discussion and your treatment plan discussion presented at the same time to your patients?  yes  no
- 5) Are you fully using all the visual aids available during your diagnosis and presentation?  yes  no
- 6) Have you and your staff demonstrated trust and acceptance with the patient from the onset?  yes  no
- 7) Do you have the person who is going to present the treatment plan fees in the operatory with you during the tx diag and presentation?  yes  no
- 8) Do you and your team have a methodical, planned presentation dialogue that has been rehearsed for each patient, prior to your tx presentation?  yes  no
- 9) Are you getting case acceptance before you leave the operatory?  yes  no
- 10) Have you and your team reviewed all the impacts that a patient will have during their new patient experience? Do you rate yourself a “10” at each impact?  yes  no

Practices that answer “yes” to most of these questions have a much higher rate of case acceptance. This is the goal: getting your practice to begin implementing and fine-tuning the items that allow you to answer “yes” to these survey questions.