

CLIENT	Invisalign	PROJECT NAME	GLOBAL TEEN EDGE NEWSLETTER – May 2017	JOB #	58712-6
DATE	04/11/17	VERSION #	1	REVISED	1

## TEEN EDGE UPDATE

### OFFICE & CLINICAL TEAMS – Patient Experience

Image	Text
 <p><b>SOURCE:</b> Colle+McVoy image, Exclusive, global unlimited use in any and all media (except packaging) in perpetuity on all images taken during photo shoot for Invisalign, Its' Agents or Assigned.  <b>IMAGE:</b> CA_INVI_05_PT_TC_APAC_0059_rt3_HR</p>	<p><b>Make Patient-Centered Care a Priority</b>                      When teens (and their parents) have a positive and memorable patient experience, they're more likely to refer their friends to your practice. Orthodontic Consultant Michelle Shimmin provides tips to help you create the best possible patient experience — from initial consult through treatment completion.</p> <p>&lt;LEARN MORE&gt; links to PDF article</p>

**[FULL ARTICLE]**

**Make Patient-Centered Care a Priority**  
*Michelle Shimmin, owner, Shimmin Consulting*

There are many ways to define patient-centered care. I like the definition the Institute of Medicine presented in 2001:

*“Providing care that is respectful of and responsive to individual patient preferences, needs, and values.”*

When it comes to the teen patients you see in your orthodontic practice, however, providing patient-centered care is a bit more complex. This is because you have to consider how the care you deliver will affect not only them, but also their families. For example:

- How does your care keep active teen lifestyles and busy family schedules top of mind?
- How will your care be supported by your entire clinical team throughout treatment with Invisalign® clear aligners?

Here are some strategies to help you build a successful Invisalign® teen practice from consult to referral, while always striving to keep care both patient- and family-centered.

### 1. Lay the foundation for a successful exam.

Creating a patient-centered experience starts the first time a parent contacts your office. Be sure your office staff has consistent scripts and messaging to foster effective communication. Here's an example:

*“I'd love to schedule an appointment for you to meet with the doctor. He's an excellent orthodontist, and I know you're really going to enjoy talking with him. Is it okay if I gather some preliminary information? Then I can schedule that appointment for you.*

*“Sally, our treatment coordinator, will be taking complementary digital X-rays, scans, and photos, and the doctor will do an extensive clinical evaluation. We can show you a simulation of your treatment using the iTero® scanner and Invisalign® Outcome Simulator. Our goal today is to provide you with as much information up front as possible, and if the doctor recommends any treatment for Tyler, we will do our best to combine as many appointments for him as we can so you miss as little work and school as possible.”*

This type of communication allows you to:

- Set clear expectations of team members
- Build the doctor's value
- Value the patient's/parent's time
- Promote Invisalign® treatment from the beginning
- Generate additional new patient exams (family members, parents, friends)
- Set up same-day starts

### 2. Use your exam process to educate patients.

You can make the first office visit purposeful and effective with a strategic game plan.

- **Have one person guide the patient/parent through the initial visit.** Staff continuity helps ensure a better experience. This person should be trained in sales, with the ability and comfort level to educate and influence during the visit.
- **Ask the patient lifestyle/value questions.** For example, “If there was one thing you could change about your smile, what would it be?” Inquire about their interests, activities, wants, and needs. Be sure to consider both the patient and his or her family.
- **Address the patient's/parent's value points up front.** Is the experience important? Are the facts and science behind Invisalign® treatment important? Does the patient want to be guided or allowed to maintain a sense of control? Determining the answers will help you minimize objections to recommended treatment.

- **Educate the patient/parent on different treatment modalities before exam findings.** Inform them about the benefits of treatment with Invisalign® clear aligners vs. metal braces. Emphasize patient compliance as a success factor for all treatment modalities.
- **Leverage the iTero® scanner and Invisalign® Outcome Simulator.** This technology simulates what the patient’s smile will look like at the end of treatment based on an initial scan and projected treatment. It can be a powerful tool to help minimize objections to Invisalign® treatment and to get the patient and parent excited about potential results.

### 3. Close successfully and handle objections.

Parents especially may have reservations about compliance, price point, and efficacy regarding Invisalign® clear aligners.

- Be sure to show parents what’s in it for them, and reiterate the clinical findings from the doctor’s exam and recommendations.
- Assure parents that if compliance becomes an issue with Invisalign® clear aligners, you can switch their teen to brackets-and-wires treatment at no charge.
- Let parents know that up to six replacement aligners are offered for teens in Invisalign® treatment.
- Have a casebook with before-and-after photos to illustrate Invisalign treatment success stories. Remind parents that Invisalign® clear aligners have been used on more than 4 million patients.
- Offer flexible financing options to fit any budget.
- Try to get the patient’s and parent’s commitment on the same day as the exam. If this isn’t possible, have a solid pending/follow-up process in place.

### 4. Ensure vested patients and your referral base.

Of course you want your patients to be your “walking and talking referrals.” Here’s how to help make that happen.

- Set clear expectations from team members. Provide them with scripts and have them role play asking for referrals with each other. They should be as comfortable doing this as they are welcoming a patient.
- Inform patients and parents of your social media and online presence. Create and provide a sample of a “writing a review” slip.

Use each point of contact with the patient and parent to create a lasting impression and to bolster the exceptional experience your patient’s desire. Be sure to tap into your team members as educators and influencers. You’ll see your practice grow and thrive.