Successful Traits of Dental Front Desk Team

Dr. Rhonda Savage
Top 5 Traits of Highly Successful Front Desk Teams
Rhonda Savage, DDS, CSP is an internationally Known author and lecturer. She is the owner of Uptown Dental, and CEO of Savage Success, an international dental training and consulting firm. She lectures and publishes on leadership, and business management.

Dr. Savage is a Past President of the Washington State Dental Association and was an Affiliate Faculty Member of the University of Washington School of Dentistry. She is also a member of the Pierre Fauchard Academy, American College of Dentists, and the International College of Dentists.

A former dental assistant and front office staff member for 14 years, she understands the dynamics of success in a dental team. A dentist in private practice for over 18 years, she knows the demands of quality patient care, and leading a winning team.

Dr Savage brings a unique energy to her work. A Lieutenant Commander in the Navy during the years of Desert Storm, she received the Navy Achievement medal and an Expert Pistol Medal, earning her the nickname of “The beast”. She’s a “Straight shooter”, aiming at the critical issues that dental practices face today.

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Top 5 traits of Dental Office Front Desk Teams

OBJECTIVES

1 Discussion of the **best**

2 Analysis

3 Implementation
**GOALS**

1. Engage
2. Authority
3. "Sell" something
4. Likely referrals

**Latest in customer service skills**

- What your patient's want

Top five: What do you want?

**Needs of the practice**

**Production**
- Chairs full
- On schedule
- Quality patients
- Case acceptance

**Marketing**
- New patients
- Selective marketing
- Reach/frequency
THE BEST IN MARKETING

INTERNAL  EXTERNAL  INTERACTIVE

Female market segments

Tone of voice  Anti-marketing

Attitude

(The Customer Experience

- Expectations: RAVING fans
- NO surprises
- CLEAR communication)
The new patient perspective exercise

Superior service
Patients refer
Reviews

RELATIONSHIP MARKETING

Verbal Skills
Clear Financial Arrangements
A systematic approach to past due insurance and AR’s
Needs of the practice

• Number of new patients
• Surveying patients
• Your online reputation

The practice model

ROI tracking
Budget

ROI tools

• 1-800 numbers
• In-office tracking
• Google analytics
• Tracking pixels
ROI Tools

- Logos: Trends seen
- Quality: Attention to detail
- Response time
- Video
- SEO, SEM, SMM

Websites and more...

- Video
- YouTube
- Blog

Smart phones

- Influence more
- Busy, on the go patients
- Simplified web presence
- Optimized
INTERACTIVE MARKETING

Make website a value added tool

- Recare / reactivation
- Text / email / voice confirmation
- Goal oriented, responsive, timely
Traditional marketing channels

- Yellow pages
- Coupon mailers
- Newspaper ads

External / internal marketing

- Referral card system
- Online reputation manager
- Custom, optimized website
Branding

- Consistency
- Your Message
- Current
- Campaigns

Website tools

- SEO
- SEM
- SSM
Your practice IS a business.

Treat it that way.

Marketing is *everything*!
Cosmetic dentistry

Remember…
1) Identify  2) Implement  3) Improve

Challenges you face

Books  Training and skill
Clock  Time
Fire  Focus
Flag  Increasing competition
Make a Plan

Make it happen

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Date __________________ Name of Presentation ________________________________________________________

Seminar City ___________________ Your Name ________________________________________________________

☐ Office Administrator ☐ Spouse ☐ Assistant ☐ Doctor ☐ RDH ☐ Other ____________________________

Practice Name ______________________ Doctor’s Name ____________________________________________

Years in Practice _______ # of Staff _______ ☐ Solo Practice ☐ Group Practice - # of Doctors _______

Specialty ______________________ Office Phone _____________________ Office Fax ______________________

Practice Address ___________________________ City/State/Zip _______________________________________

Website ____________________________ Email _____________________________________________________

What topic(s) did you enjoy most and why? ______________________________________________________

___________________________________________________________________________________________

What topic(s) would you like to hear that were not addressed today? ________________________________

___________________________________________________________________________________________

Any additional comments? ______________________________________________________________________

___________________________________________________________________________________________

You may use my comments as a testimonial. Signature: ___________________________________________

I am interested in:

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How would you rate our speaker?

Speaker addressed program objectives

Speaker addressed doctor and team concerns

Program was beneficial

Material presented enthusiastically

Speaker displayed knowledge of program content

Program facilities met needs
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