

# CHEATSHEET

## BUILDING THE ULTIMATE PATIENT EXPERIENCE

COLLATED FROM AN INTERVIEW WITH DR. DAVID MOFFET

Don't focus on irregular patients. Instead...

- Concentrate on long-term regulars overtime
- Focus on turning short-term regulars into regulars
- Focus on turning new patients into short-term regular

Build a relationship with your client base by becoming friends with, so that you're their friend and they come for your services. Most dentists offer dentistry while being friendly instead of focusing on the long-term relationship

Don't have TV shows on in the waiting room as a part of your experience. TV is intended to sedate people to keep watching

Build your operation procedures from the patient's point-of-view so that it always communicates the right message to your client base

Since you know who's coming in when, act like it! Greet them by name, ask them relevant questions and communicate that info to all involved in the practice to create smooth transitions

Don't put magazines in your waiting room that don't align with your message. Consider coffee table books and other items that highlight your practice's ideals

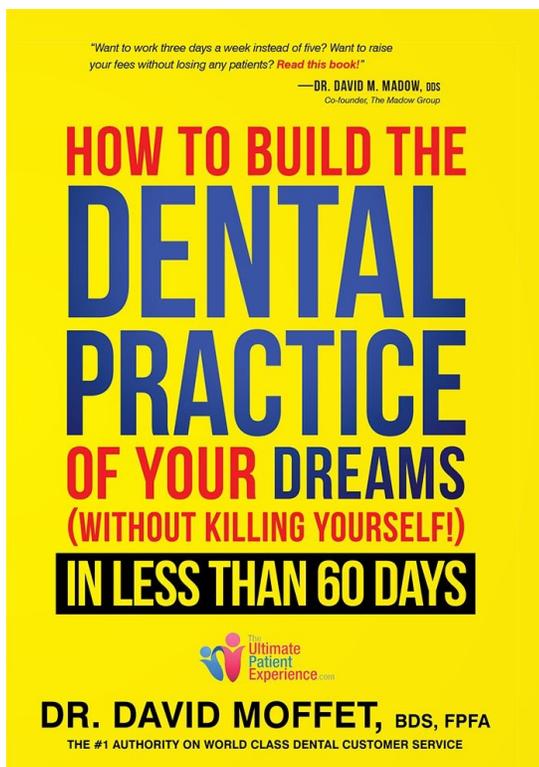
Take notes of your your clients description to pass on to team members. This allows for you to avoid the “cattle call” every other office has

Create a private environment to discuss intimate details about treatment. This can increase acceptance of treatment and decrease cancellations

Keep track of retention and conversion metrics (no point of getting new patients in if they’re not staying or getting them on the phone if they aren’t converting into appointments

Adjust your fees on inflation, not your competition. You’ll lose money over time if you don’t keep up with the economy

## Dr. Moffet’s Book Is Out Now!



If you’re ready to build a truly unique experience for you patience from the ground-up, then go and get Dr. Moffet’s book now!

I’ve personally gone through it and can attest to the content.

Use the button below to support the show and Dr. Moffet.

