



How to Get Patients to Accept Expensive Dental Treatments

A Guide for Associates

Strategic Success. Delivered.

It's Not a Price Problem

In our work at DWB, expensive plans get rejected far more often on value than on cost. The patient never understood what they were buying.

The Proof Is in Acceptance Rates

95%+

Case acceptance at Dr Philip McCauley's practice, on implant treatment, after introducing systemised patient communication and a Treatment Coordinator.
Over 2,700 implants placed in five years.

Understand Before You Present

"I remember my very first case that I signed was for £10,000. I was so happy, it was genuinely emotional."

Priti Patel, Treatment Coordinator, moved from presenting £2,000 plans to closing £10,000 cases

Present the Outcome, Not the Procedure

£3,000 to £5,000 → £18,000

"Now, I comfortably recommend £18,000 plans, because I believe in the value and I see the results." Dr Shreyas Mhatre, associate. Income more than doubled.

When the Patient Hesitates

- 1. Acknowledge the concern directly
- 2. Restate the value in their own terms
- 3. Ask a clear question, don't let it trail off

Dr Sagar Shah built this into his own consultations through active listening and solution-oriented questions.

What This Looks Like for You

- Individual communication training, not team-wide systems
- Role play on objections, consultations and case presentation
- Sales psychology and case-acceptance value for the individual
- Built around your own consultations, over 12 months



What plan did you soften
before they even asked?

The Associate Success Blueprint is built for exactly this stage.

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