



What Is a Dental Treatment Coordinator, and Does Your Practice Need One?

Strategic Success. Delivered.

www.dentalwealthbuilder.com

Walking a Patient From “I Need to Think” to Yes

Not by selling harder.

By running a proper process: understand, explain plainly, follow up.

A Role DWB Helped Pioneer

DWB was among the first in the UK to introduce the treatment coordinator role, back in 1997.

Trust and time don't sit well together in a busy clinical day.

Signs a Practice Usually Shows First

Treatment plans go cold with no one chasing them

The dentist does the cost conversation in the last five minutes

Reception fields questions it was never briefed on

Nobody can say how many open plans are waiting on a decision

From £2,000 Plans to a £45,000 Case

Priti Patel moved from dental nursing into a treatment coordinator role.

First case as a TCO: £10,000. Four years on: £45,000 in progress.

What Links the Practices That Get It Right

Dr Behari: “the essential bridge between us, the dentists, and our patients”

Dr McCauley's practice: 2,700+ implants placed, case acceptance above 95%

Not the size of the case — who owned the space between diagnosis and decision

A Person Alone Isn't Enough

The role needs a documented process, not just a good personality.

It has to survive the TCO going on holiday, not just perform on a good week.

Build the Role This Way

Write down the steps for the first conversation

Agree a clear way to present cost and options

Put a follow-up process in place that doesn't rely on memory

Who Owns That Conversation in Your Practice?

Between “here's your treatment plan” and “yes, let's go ahead.”

If the honest answer is nobody, that gap is costing more than a salary would.

Where This Leaves Your Practice

Watch for the early warning signs

Build a documented process, not just a good hire

Give the role time to survive a holiday or a bad week

Ask who owns the conversation right now



Find Out If Your Practice Is Ready for One

Book a practice coaching call with us:
form.typeform.com/to/sEwUUhsp

Strategic Success. Delivered.

www.dentalwealthbuilder.com