

## Transferring Patients to an Associate By Suzanne Black

I recently received an email from a dentist that had not been through the Dental Boot Kamp. "I'm looking for good verbiage on transferring patients to an associate. I have not been highly successful moving patients into the associate's schedule. I realize this has a good deal to do with my own brain damage, but it seems that unless the situation is an emergency the patient would rather wait until they can get in on my schedule. Any ideas? Brad; Bend, OR "

As a dental coach I have run across this challenge a number of times and I thought that I would give Brad the following words of wisdom.

Here are a couple of ideas. You might be doing them already, so we'll relook.

1. Do a bio with a picture of the new associate. Have them printed up and available to give to all the patients when they come in.
2. Also you could send an announcement to your patients with the bio and your excitement about being able to offer more availability.
3. The team needs to be really on board for the new associate. Make sure that if they have reservations, that you get them resolved. Have the associate offer to do some of the team dentistry.
4. The associate has to take on having great haragei with the team and your existing patients. They should introduce themselves to people they don't know. The team can also introduce them and make a big deal out of them.
5. The verbiage is something like – "Dr. Hester is so happy to have Dr. Jones on board. You know he looked and looked until he found someone who would take great care of our patients. Isn't that great?"
6. You know Dr. Jones could get those fillings done for you next week – he does a beautiful job. Have you met him yet?
7. You know Dr. Hester has asked Dr. Jones to take care of all of his root canals, because he does such a great job. How does that sound to you?
8. At the huddle, target patients in hygiene that the new Dr. will check – have the hygienist make a big deal of the new Dr. Have the new Dr. prepared by educating them about that patient (pre-heat). When they go in to see the patient they can say – "Hi Mrs. Smith, Dr. Hester and Jennifer have told me so much about you I'm glad to meet you. I understand you just had an anniversary cruise – I bet that was wonderful. Jennifer – how is Mrs. Smith's condition today?"



**Suzanne Black**  
President

Let me know how it goes.

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With a Masters Degree in communication, Suzanne began her career helping build one of the largest personal development training company's in the world and later became a protégé of the late Walter Hailey. Today, as President and CEO of The Coaching Center (sponsor of the "original and legendary" Dental Boot Kamp), Suzanne has over 20 years experience consulting and training over 300 different businesses and leads the most qualified case acceptance team in dentistry. Having successfully dealt with every challenge imaginable in the dental office, Suzanne speaks around the country on topics such as Leadership, Case Presentation and Stopping Cancellations and is a keynote speaker at Dental Meetings and Conventions. Her on-stage style, humorous anecdotes and ability to always deliver a relevant and personal message makes her a winning, engaging and unforgettable seminar leader. Suzanne is of the main faculty for the Dental Boot Kamp Continuum, which has proudly been delivered across the United States and Canada for the last 20 years, graduating over 35,000 dental professionals. Suzanne can be reached at [suzanne@thecoachingcenter.net](mailto:suzanne@thecoachingcenter.net)