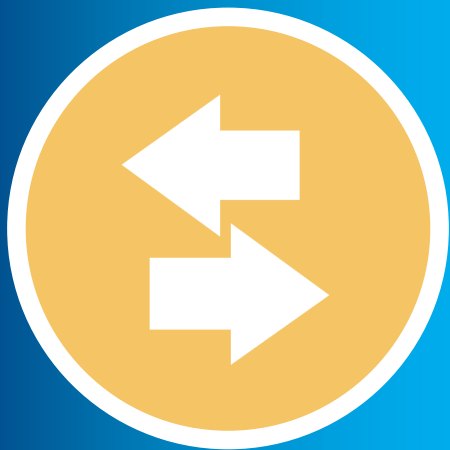




Left- and Right-side Patients





Left- and Right-side is the distinction between simple vs. complex care patients. Left-side patients have total care needs less than \$3,500. Right-side patients have total care needs greater than \$3,500. Left- and Right-side patients differ in their preferences of provider processes during their initial appointment.





**Standard
of Caring[®]**





Standard of Caring® is consistently producing dental care experiences that signal to patients they'll be well-cared for. Standard of care is similar from patient to patient, while Standard of Caring® is not.





Standard of Caring[®] Map





Standard of Caring[®] Map

outlines the concepts and processes essential when offering complete care.





The Discovery Guide™





The Discovery Guide™ is a leadership tool that;

- Documents the Four Chiefs™
- Documents conditions and disabilities
- Makes patients aware of conditions
- Makes providers aware of patients' concerns and treatment readiness
- Guides provider conversations making it easy for patients to understand and be influenced to accept care



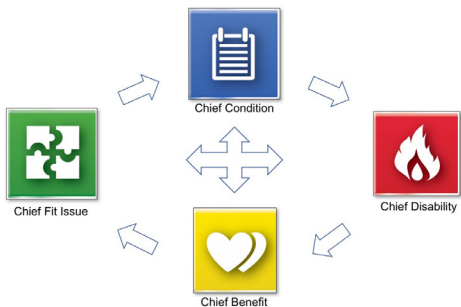


The Four Chiefs™ Listening Map





The Four Chiefs™ Listening Map is a conceptual diagram illustrating how to listen during the Four Chiefs™ Conversation.





**Meet &
Greet Video**





The **Meet & Greet Video** is part of the Standard of Caring[®] experience for patients. This video welcomes patients to your practice, alerts them to COVID-19 issues, and begins to build a personal connection.





The Four ChiefsTM Conversation





The Four Chiefs™ Conversation

is the Standard of Caring® nomenclature for the initial new patient interview. During this conversation patients' Chief Condition, Chief Disability, Chief Benefit, and Chief Fit issues are discovered.

By understanding patients' **Four Chiefs**, it builds personal connection among patients, team members, and dentists. The **Four Chiefs** is also the foundation of the Case Conversation.





Prescriptive Diagnostics





Prescriptive Diagnostics are linked to the patient's specific Chief Benefit/Chief Disability.

EXAMPLE: *"Christine, before we treat your front teeth, I recommend we take some x-rays to reveal the health of the bone and gum. This will help protect your confidence in the appearance of your teeth."*

Commoditized Recommendations are linked to the dental treatment process and are not Chief Benefit/Chief Disability or patient specific.

EXAMPLE: *"Christine, we take full mouth x-rays on all our patients."*



Discovery GuideTM Dialogues





The Discovery Guide™ Dialogues are:

Awareness - Makes patients aware of conditions they are unaware of or acknowledges conditions they are aware of

Consequence - Informs patients of consequences of their conditions if left untreated in patients similar to them

Concern - Determines concern for patients' conditions or acknowledges concerns they've already stated





Positive Framing





Positive Framing reveals and emphasizes to patients the positive aspects of their dental health.

EXAMPLE: *“Michelle, as you know, the edges of your upper front teeth are chipped. The good news is the roots and gum health of these teeth are excellent. You have tooth decay on two of your back molars, but all your other teeth are very healthy and your bite looks excellent.”*



The Sequence of Influence™





The Sequence of Influence™ is the order in which conditions are discussed following an examination. Conditions which patients are aware of are discussed first; unaware conditions last.





Case Conversation





The **Case Conversation** is the process for influencing patients to accept care that's in their best interests. The sequence of recommending care is;

- Behavioral benefit
- Fit issue(s)
- Treatment for concerned conditions
- Treatment for unconcerned conditions
- Hand-off to patient advocate



Quoting Fees & Patient Advocate Handoff





Quoting Fees and Patient Advocate Handoff is a four-step process

1. Offer the total care fee; if no, then;
2. Offer concerned conditions fee; if no, then;
3. Offer Chief Condition fee; if no, then;
4. Suggest this may not be the right time for care; when they're ready, you'll be there for them

