

BUFFALO NIAGARA DENTAL MEETING

SEPTEMBER 27, 2018

CLINICAL ETIQUETTE

BE A CHARASMATIC SUCCESS WITH YOUR PATIENTS
AND OTHER TEAM MEMBERS

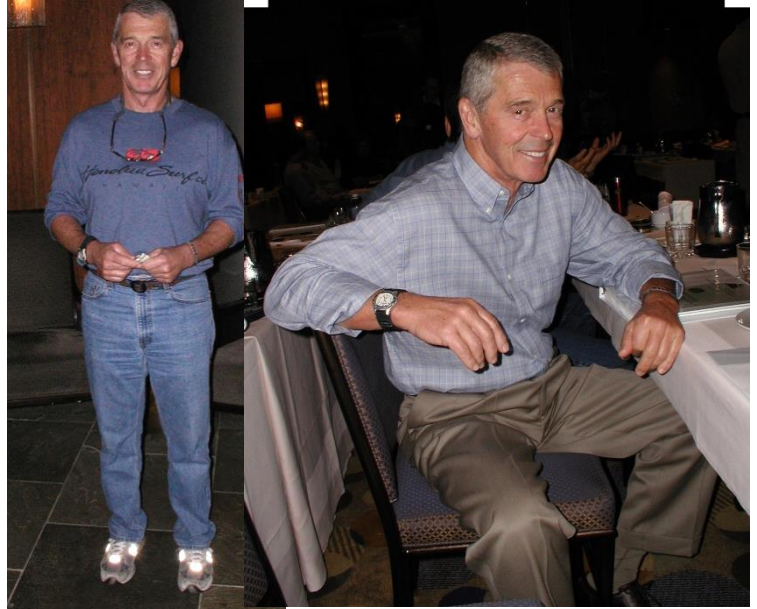
JANICE  HURLEY

CLINICAL ETIQUETTE

YOUR OFFICE CULTURE

MISUNDERSTANDINGS

STAY FOCUSED ON THE GOAL



PATIENT ETIQUETTE

- "PLEASE"
- "THANK YOU"
- "YOUR NAME, PLEASE"
- "I WOULD BE GLAD TO"
- "MY PLEASURE"
- "I'D BE HAPPY TO DO THAT"

TOP 5 PATIENT COMPLAINTS

- 1.
- 2.
- 3.
- 4.
- 5.



TOP 5 COMMUNICATION RULES

Speak Less

Enunciate Your Words

Give space before your answer

Be Accurate

Be Brief

BODY LANGUAGE

- Eye contact
- Height
- Body Alignment
- Feet Placement



STRESS COMES FROM UNMET EXPECTATIONS

- Vacation days
- # of days to be worked
- Attire to be worn when office is closed
- Phone coverage by staff on non-patient days
- Bonus
- Morning huddle attendance
- Spouse involvement
- Doing dentistry for family members and not posting treatment

GENERATIONAL DIFFERENCES

- Millennials or Gen Y – 14 to 34 years of age
- Gen X – 35 to 49 years of age
- Baby Boomers: 54 to 72 years of age

Notes:



BUSINESS NAME:

NAME/POSITION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

WEBSITE: _____

I WOULD LOVE TO RECEIVE JANICE'S NEWSLETTER!

EMAIL ADDRESS: _____

I WOULD BE INTERESTED IN MORE INFORMATION REGARDING:

(Please Circle Your Areas of Interest)

30 POINT IN-OFFICE PRACTICE ASSESSMENT

EXECUTIVE COACHING

IMAGE COACHING/MAKEOVER

PROFESSIONAL IMAGE WORKSHOP FOR WOMEN

STUDY CLUB PROGRAMS

STAFF APPRECIATION AND REFERRAL PROGRAMS



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