



**NORTHWEST
TEXAS OMS**
Oral & Maxillofacial Surgery
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Communications Essentials Series Lionspeak: Have Them at Hello Study Guide

1. Introduction to Katherine

- **Katherine Eitel Belt:** A seasoned expert in patient communication with over 20 years of experience in the dental field. She has worked as a clinical chairside assistant and financial coordinator, and is a well-regarded speaker and consultant.
 - **Focus:** Empowering dental teams to enhance their communication skills, particularly over the phone, to build stronger patient relationships and grow their practice.
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2. Course Overview: "Have Them at Hello"

- **Objective:** Mastering telephone skills in dental and healthcare practices to create exceptional patient experiences.
 - **Core Focus:** Using simple yet effective communication principles to "wow" patients during phone interactions.
 - **Impact:** Improved patient retention, satisfaction, and overall practice success through better communication.
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3. Key Sections and Concepts

1. "Why" Section

- Understand the critical role of telephone communication in shaping first impressions and driving patient engagement.
- Emphasize the importance of clear, empathetic communication in converting inquiries into appointments.

2. "A Few Things to Keep in Mind" Section

- Maintain a professional, positive tone throughout calls.
- Practice active listening to fully understand and meet the caller's needs.
- Aim to exceed caller expectations and create a memorable experience.

3. "Basic Telephone Etiquette" Section

- Use a friendly and professional greeting.
- Personalize the call by using the caller's name.
- Speak clearly and avoid technical jargon to ensure the caller feels understood.

4. **"On Hold" Section**
 - Always ask for permission before placing a caller on hold.
 - Provide a reason for the hold and estimate wait time.
 - Check back regularly if the hold is extended and thank the caller for their patience.
5. **Step 1: Connection**
 - Answer promptly with a warm greeting.
 - Introduce yourself and express eagerness to help.
 - Make the caller feel acknowledged and appreciated from the start.
6. **Step 2: Questioning**
 - After greeting, ask questions to understand the caller's specific needs.
 - Determine the urgency and nature of the call, whether it's about treatment, scheduling, or a general inquiry.
 - Use open-ended questions to gather more information and demonstrate concern for the caller's well-being.
7. **Step 3: Solutions**
 - Once the caller's needs are clear, provide precise and relevant information.
 - Address the caller's questions or concerns directly, and if necessary, clarify any complex details.
 - Offer solutions or recommendations based on the information gathered during the call.
8. **Step 4: Details**
 - After providing information, guide the caller to the next step, typically scheduling an appointment.
 - Offer convenient appointment options and confirm the caller's preference.
 - End the call by summarizing the agreed-upon actions, expressing appreciation, and providing any final instructions or contact information.
9. **"Emergencies" Section**
 - Prioritize urgent calls and offer the earliest possible appointment.
 - Gather essential details about the emergency to relay to the dentist.
 - Provide reassurance and express concern for the patient's situation.
10. **"Shopper Calls" Section**
 - Convert price-focused inquiries into scheduled appointments by emphasizing the practice's quality and patient care over price.
 - Encourage in-office consultations for accurate treatment planning and cost estimation.
11. **"Insurance Driven Callers" Section**
 - Clearly explain insurance policies and how to maximize benefits.
 - Redirect the focus from insurance to the quality of care and the patient's needs.
 - Offer to assist the patient in understanding their coverage and payment options.
12. **"Moving an Appointment Forward" Section**
 - Encourage patients to schedule appointments sooner by highlighting the benefits.
 - Offer incentives or preferred time slots if applicable.

- Be persuasive while respecting the patient's schedule and preferences.
 - 13. **"Confirmation Calls" Section**
 - Confirm appointments politely and professionally.
 - Offer to reschedule if necessary and emphasize the importance of the appointment.
 - Ensure the patient is prepared for their visit with any necessary instructions.
 - 14. **"Cancellation Calls" Section**
 - Handle cancellations with understanding, but encourage rescheduling promptly.
 - Emphasize the importance of regular care.
 - Record the reason for cancellation for potential follow-up.
 - 15. **"Reactivating Pending Treatment" Section**
 - Encourage patients to proceed with postponed treatments by discussing the benefits.
 - Address any concerns or barriers delaying treatment.
 - Provide flexible scheduling or financial options to facilitate treatment.
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4. Sample Calls: Demonstrations

- **"Sample Call: Checkup"**
 - Handling a routine checkup inquiry by focusing on patient care and efficient scheduling.
 - **"Sample Call: Cleaning Only"**
 - Managing a request for a cleaning appointment, understanding the patient's specific needs.
 - **"Sample Call: Shopper"**
 - Engaging price-focused callers by offering accurate information and emphasizing the quality of care and available options.
 - **"Sample Call: Toothache #1"**
 - Managing an urgent toothache call with immediate attention and flexible scheduling.
 - **"Sample Call: Toothache #2"**
 - Handling a less urgent toothache call by offering scheduling options and encouraging prompt care.
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Conclusion

This study guide provides an overview of the key principles and practical strategies covered in the Lionspeak Communications course. By mastering these telephone communication skills, dental and healthcare teams can significantly enhance their patient interactions, leading to increased satisfaction, retention, and practice growth. Use this guide to reinforce your learning and implement these techniques in your daily work for continued professional development.