

Jennifer de St Georges | JdSG International Inc.
Handout for the SDDS Winter Convention 2.12.22 Program
Communicating Financially with Your Patients
...when and how to discuss \$ with the New Patient
Sponsored by CareCredit

=====

1. New patients calling for a new patient examination:

Following \$ statement is made at the end of conversation when the emotional and clinical needs of the patient have been met.

'We ask that all new patients joining the practice, take care of the charges in full on their initial visit, regardless of any insurance involvement.' *

*(Remember to consider adding more information and/or asking an open ended question depending on YOUR practice's needs regarding 3rd party involvement in your area)

2. Patient calls for 'emergency appointment' & after being informed as above, patient shares with us they don't have the money:

'Mr. Patient, thank you for sharing that information with us. We really appreciate you being up front. We'll still plan on seeing you at 10.00AM this morning as scheduled. Regarding your payment for today's visit, we are able to take a personal check or credit card.

Oh, you don't have a personal checking account or credit card. I'm sure payday is Friday, so plan on being here today at 10.00 am and we have made a note you'll return on Friday with your payment.'* *(called an 'assumptive' close!)

3. Patient, as they check out at the Admin desk, found to have 'forgotten' their checkbook:

'Mrs. Patient, let me give you a self-addressed envelope. Please drop your check for \$XX in the mail later today when you get home. I'll note that in your account. We'll look for your check by Friday.' (speak aloud to yourself as you update computer re a Friday payment)

4. Offering a patient a choice of how to pay for treatment

'We've 3 financial options available Option #1 is..... Option #2 is..... Option #3 is..... which one best suits your needs?'

Over...

Jennifer de St Georges | JdSG International Inc.
Handout for the SDDS Winter Convention 2.12.22 Program
Communicating Financially with Your Patients
...when and how to discuss \$ with the New Patient
Sponsored by CareCredit

=====

5. Patient who complains about the fees being too high, too expensive etc.

'We're very proud of the fees we charge; they reflect our very high quality of care & commitment to excellence.'

If you feel you would like to educate a patient in more depth re dentistry left untreated for some time- the following conversation is a good foundation.

'Mrs. Patient, this treatment is indeed both extensive and expensive. Certainly the cost to bring your mouth back to optimum health is a long term financial investment.

Being able to chew, not have that missing tooth (fill in the blank) is certainly exciting.

Addressing the problems/issues now will potentially prevent further X (fill in the blank)

However, once you have made this financial and time investment in your dental health, we encourage you to become part of our Continuing Care Program. Visiting our hygienist and Doctor on a regular basis, will protect your dental health and keep on top of potential issues before they become more extensive.

Jennifer de St Georges | JdSG International Inc.
Handout for the SDDS Winter Convention 2.12.22 Program
Communicating Financially with Your Patients
...when and how to discuss \$ with the New Patient
Sponsored by CareCredit
