

Putting Care Back In Your Practice

Lori Bauer

Today, if you don't take care of your patients, somebody is waiting, ready and willing to do it. Your competitive advantage in this Change Environment is not just the quality of your products and services. The real competitive edge you have is how you treat your patients. The only thing your competition can't take away from you is the relationship your team has with your patients. Far too many clinicians are focused on products and themselves and not the patient experience. We need to replace our brain with our heart because that's often how people make decisions. Studies have proven that the essential difference between emotion and reason is that emotion leads to action and reason leads to conclusions. What do you want for your practice? Do you want action or do you want people to think? The question you need to ask is "How am I making my patients feel?" "Am I making them compare or care about their treatment plan?" There is a big difference. Caring and feelings drive action...the other stuff is just a tool. The bottom line

is that the really hard stuff is the soft stuff...It's the feelings of your team and patients. That, in the end is your competitive advantage.



Mac Anderson, founder of Simple Truths & Success Stories, writes that Change is not easy. But it is Simple. Things will always change. We don't have a choice about that, but we do have a choice on how we react to change; the choice really boils down to this...either we manage change, or it will manage us. Change is the key that unlocks the door to growth and excitement in any organization. A study published in December 2008 stated that a small number of Dental Practices were not feeling the adverse effects of our economy. This was because they were focusing on three areas intently: 1. Educating the Patient. 2. Educating the Team. And 3: Marketing Their Practice.

Continued on page.....

Practice Perks iConfiDent From Nobel Biocare

PracticePerks™ is a comprehensive marketing and education portal that gives you access to a wide array of innovative marketing and education solutions. PracticePerks™ enables you to effectively communicate with your patients, improve team case acceptance skills, advertise on a local basis and much, much more. Best of all, your PracticePerks™ membership provides you with exclusive discounts for these tools that can save you thousands of dollars on your marketing, education and practice management budget.

How does it work?

As a NobelSmile™ dental practice/partner, you're provided with a user name and password to the practiceperks.com website, where you can take advantage of all the free services and discounted special offers PracticePerks™ provides.

iConfiDent gets dental implant professionals working together for optimal patient outcomes. iConfiDent is a secure, online, practice-building tool for shared communication and collaboration among clinicians, labs and manufacturers. It simplifies implant material selection, tracking and ordering. Patient case treatment planning and information are centralized and shared, easily accessible via the Internet to the team of professionals working together.

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Continued from page....



Companies to make your job easier and more focused. For more information on Perks visit www.practiceperks.com.

Our feature Perk for this issue is a product called iConfident. iConfident is a secure, centralized, web-based program for shared communication and collaboration among clinicians, labs and manufacturers. It simplifies implant material selection, tracking and ordering. Patient case treatment planning and information are centralized and shared, easily accessible via the Internet to the team of professionals working together 24/7. Phone tag between office to coordinate patient planning and implant execution will be a thing of the past. The entire patient treatment plan will be available on a secure site where all individuals involved in the case will know precisely where the patient is in the treatment process including CT images, X-Rays, photos, and products utilized. For a free test drive of this Communication Tool, please contact Rob Lewis at (415) 867-9950 or rlewis@iconfident.com. ■

You are so busy working in your practice and don't have the time, or direction to work on your practice. Today there are 5 billion web pages (25 for every man, woman and child in this country) and six million going up every day. Patients are stressed out from information overload and conflicting information...more and more they are relying on their gut...and their feelings to make a

decision. We are zipping along on an information autobahn and the exits or solutions are a blur. Nobel Biocare recognized this two years ago and has invested millions of dollars researching Practice Growth Vehicles that will allow you to see those blurry exit signs clearer. We have partnered with a variety of outside Communication, Education, Advertising, and Web Services

Your Michigan Nobel Biocare Dental Solutions Specialists are:

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iConfiDent helps dental professionals improve communication, build loyalty, and grow their practice.

www.iconfident.com



It's Easier When You Work Together