

# TEAM IN FOCUS



## ENHANCING THE CLIENT EXPERIENCE

**Laura Horton discusses how dentists and the dental team can ensure a professional and enjoyable client experience...**

**T**he team is responsible for implementing new systems and processes to successfully enhance the client experience... If you're wondering, 'what is the client experience?...' it's what's replaced the patient journey.

The patient journey is dead. Dentistry has modernised and nowadays patients

are visiting the practice not because they necessarily need treatment, but because they want it. To signify this new type of long-term relationship, I encourage dentists to view their patients as 'clients'. And no client wants a boring 'A to B' journey. From the moment they enquire or book an appointment to post-treatment follow-ups, your patients need to

have a seamless, professional and enjoyable experience.

### INCREASED REFERRALS

As part of the client experience, everything counts, from an approachable and friendly team right through to the refreshments available and the background music. It's



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equally important that you build relationships with clients and take the time to get to know them, ensuring they always feel at ease. It's all about playing the end game, which is ensuring your clients positively rant and rave to their friends and family about your practice, resulting in increased referrals. You need to keep this goal in mind at all times.

### **EDUCATE AND INFORM**

To successfully ensure a positive client experience, the team needs to put strong systems in place. For example, ensure your exam and treatment presentations have your client's best interests at the centre. With the strong email culture we live in, it's often tempting for dental practices to email clients their treatment plans. But this is a big no-no. Instead, invite clients back for what I like to call an 'options meeting'. Not only does this help with informed decisions, it

also adds to the whole experience. At this meeting, it's important that dentists do not speak in jargon that clients are unlikely to understand. You want clients to leave the meeting feeling educated and excited, not confused!

I will be discussing this and much more during my presentation, 'The complete 'how to' of the ultimate client experience', taking place at Dentistry Live 2013, on Friday 7th June 2013, 4pm-5.30pm. In this interactive session, I will teach you how to implement a foolproof client experience, which can be put into practice immediately. It is ideal for teams who want to take patient care, and business and revenue goals to a new level.

However dentists need to make the first move and empower the team to do this. Ultimately, it will create an amazing referral base of patients that talk about you for the right reasons!

For further information, please email Laura on [laura@horton-consulting.com](mailto:laura@horton-consulting.com) or call 01279 882720 [www.horton-consulting.com](http://www.horton-consulting.com)

**Dentistry LIVE**  
because there is no <sup>2</sup> in TEAM  
**LONDON 7-8 JUNE 2013**

Laura will be speaking at Dentistry Live on 7-8 June 2013. To purchase tickets for the whole team, please call 0800 371 652 or visit [www.dentistrylive.co.uk](http://www.dentistrylive.co.uk)

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