What Do Patients Really Want?

I. We all provide the “best care” we can
   A. How do we define “best care?”
      1. Is the Team on the same page?
      2. Has the doctor made his/her definition clear to all?
      3. How has this evolved, or is it always “the same?”
   B. For whom is it really “the best?”
      1. Is it for the doctor’s well-being?
      2. Have patient needs been considered?
   C. Is it technically oriented or relationship oriented?
      1. Is the practice driven by clinical excellence?
      2. How would clients describe the practice’s strength?
      3. Do we sacrifice relationship for technical excellence?
   D. Who is responsible for “best care?”
      1. The doctors
      2. The hygienists
      3. The assistants
      4. The business manager
      5. The scheduler/greeter

II. Getting accurate feedback from patients
   A. Survey your own clients
   B. Notice what you, yourself, like at other offices
   C. Read surveys or articles in journals
   D. Ask the Team

III. Learning about patients’ needs and wants
   A. What do patients like about their dental practices
   B. What would patients change dental practices

IV. Strategies for Improvements
   A. Establish a cohesive Team
   B. Improve Communications skills
   C. Pay attention to patient feedback
   D. Be open to suggestions and changes
Ex #1-- What Is Your **Perception** of How Well Your Practice Meets The Needs of Your Patients?
(1= not at all, 10= perfectly)

1  2  3  4  5  6  7  8  9  10

Ex #2-- What Sets Your Practice Aside From Others?
(in terms of meeting patients’ needs)

1. ________________________________________________________________

2. ________________________________________________________________

3. ________________________________________________________________

What Could We Do To Make It Even Better?
(in terms of meeting patients’ needs)

1. ________________________________________________________________

2. ________________________________________________________________

3. ________________________________________________________________
What Do Patients Like About Dental Practices?

In the spaces below, write your ideas for the Top Ten aspects of a Dental Practice that 22,000 surveyed patients liked.

1. __________________________________________________________
2. __________________________________________________________
3. __________________________________________________________
4. __________________________________________________________
5. __________________________________________________________
6. __________________________________________________________
7. __________________________________________________________
8. __________________________________________________________
9. __________________________________________________________
10. __________________________________________________________
The Top Ten Things That Patients Liked About Their Dental Practice**

In the spaces below, write the actual answers given by 22,000 surveyed patients about what they “liked about their dental practice.” In the 1-5 area, rate your own achievement in the particular area, with 1= not at all and 5= perfect, ideal.

1. ____________________________________________________________ (1 2 3 4 5)
2. ____________________________________________________________ (1 2 3 4 5)
3. ____________________________________________________________ (1 2 3 4 5)
4. ____________________________________________________________ (1 2 3 4 5)
5. ____________________________________________________________ (1 2 3 4 5)
6. ____________________________________________________________ (1 2 3 4 5)
7. ____________________________________________________________ (1 2 3 4 5)
8. ____________________________________________________________ (1 2 3 4 5)
9. ____________________________________________________________ (1 2 3 4 5)
10. ____________________________________________________________ (1 2 3 4 5)

Total score: ________________

**From Larry Wintersteen and Associates (800) 581-8181
### Ex #3—List 3 Things From This List That Your Practice Could Improve Upon

1. 

2. 

3. 

### List 3 Specific Strategies To Make Your Ideas Actually Work

1. 

2. 

3. 
In the spaces below, write your ideas for the Top Ten ways 22,000 surveyed patients would improve a Dental Practice.

1. ________________________________________________________________

2. ________________________________________________________________

3. ________________________________________________________________

4. ________________________________________________________________

5. ________________________________________________________________

6. ________________________________________________________________

7. ________________________________________________________________

8. ________________________________________________________________

9. ________________________________________________________________

10. _______________________________________________________________
The Top Ten Ways That Patients Would Change The Dental Practice**

In the spaces below, write the actual answers given by 22,000 surveyed patients about how they would “change the dental practice.” In the 1-5 area, rate your own achievement in the particular area, with 1= not at all and 5= perfect, ideal.

1. ___________________________________________ (1 2 3 4 5)
2. ___________________________________________ (1 2 3 4 5)
3. ___________________________________________ (1 2 3 4 5)
4. ___________________________________________ (1 2 3 4 5)
5. ___________________________________________ (1 2 3 4 5)
6. ___________________________________________ (1 2 3 4 5)
7. ___________________________________________ (1 2 3 4 5)
8. ___________________________________________ (1 2 3 4 5)
9. ___________________________________________ (1 2 3 4 5)
10. ___________________________________________ (1 2 3 4 5)

Total score: ____________

**From Larry Wintersteen and Associates (800) 581-8181
Ex #4—List 3 Things From This List That Your Practice Could Improve Upon

1. ____________________________________________________

2. ____________________________________________________

3. ____________________________________________________

List 3 Specific Strategies To Make Your Ideas Actually Work

1. ____________________________________________________

2. ____________________________________________________

3. ____________________________________________________