



The 5 Steps to Treatment Acceptance

ATTAINING CASE ACCEPTANCE: ONE OF THE MOST VOICED FRUSTRATIONS MANY DENTISTS HAVE!

Patients want to be led in the right direction. They know they need help and rely on you, their periodontist, for advice. Your referring dentists need that help too. Imagine being able to confidently present the full case to the patient, resulting in acceptance not only of the periodontal treatment plan, but the entire restorative plan as well. This typically increases the amount of restorative dentistry as you lead both your patient and your restorative dentist to ideal, predictable treatment. Your patients will appreciate and trust you, and so will your referring doctors.

We have created a five-step approach, that if followed correctly, will result not only in a higher rate of treatment acceptance, but a higher level of treatment. Now you can learn that sequence and realize greater profits, while performing ideal periodontal treatment more often.

“The Five Steps to Treatment Acceptance” teaches the precise techniques in these five critical areas:

How to Answer the Phone: Your phone scheduler literally holds the key to your productivity. When she answers the phone, is she your emissary? Does she just answer questions? Does she have the skills to take the reluctant patient, the shopper, the patient who calls for a specific procedure like a root canal, and get that patient scheduled with you for an examination? How to Answer the Phone is the perfect training tool for the periodontal receptionist to turn those questioning patients into new patients on your schedule. Watch your new patient stats soar!

The Doctor Phone Call: Imagine impressing the patient so much that he or she raves about you before even coming in for the first visit. This is what happens with the doctor phone call to the new patient. There is a specific sequence to that call that not only creates a raving fan, but decreases your chair time and increases the acceptance rate of treatment. We offer a full example of how the doctor phone call can quickly be completed and how to glean the specific information from that phone call to increase the opportunity that the patient will accept ideal treatment from you.

Flow Sequence that Improves Acceptance: Why do some patients receive their major dental treatment with some doctors, but not with others? Excluding talent, so often it is in relation to the professionalism of each member in your office. When the patient sees that professionalism and then is gently guided by each team member, the patient innately feels your office is where they would like to be treated. How do you accomplish that feeling of confidence? This video gives you the precise steps to elevate your practice in the patient’s eyes and increase your acceptance rate as a result.

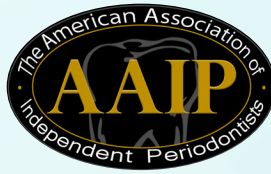
Effective Doctor Examination: Of course, we know, you need to do a full and thorough examination on every patient you see. But then how do you communicate to the patient in a form in which they can understand? How do you increase not only knowledge, but enthusiasm for treatment? And how do you transfer your expertise to your financial arrangements assistant so that she can not only save you time, but get the patient paid and scheduled? This video will show you how to make the exam the most impressive dental experience that your patient has ever received.

Case Presentation by the Financial Assistant: Your financial assistant plays a crucial role in completing the Five Steps to Treatment Acceptance. The financial assistant is not there to merely collect money. She is there to crystallize the education experience, leading the patient in the best direction while giving the patient clear options. Always moving the patient according to the patient’s willingness to move forward, the financial assistant shows care for the patient while gaining treatment acceptance. You’ll learn the precise sequence, in addition to strategies to gradually remove the barriers to closing for the patient who is not quite ready to accept treatment today.

AAIP Meeting Special

Regular price of **The 5 Steps to Treatment Acceptance**, complete with professional video, commentary by Danyel and Lee, and worksheet all on a flash drive is \$1485.

Get it now as part of your new AAIP membership and pay only \$1197.



HERE IS WHAT A FEW OF OUR MEMBERS HAVE TO SAY ABOUT THE AAIP:

FF Lee Sheldon is one of a handful of visionaries able to react positively to changing times. Lee's vision for the future, that the delivery of treatment for moderate to advanced periodontitis, as well as comprehensive treatment planning for patients demonstrating advanced oral disease belongs in the hands of the periodontist is absolutely correct. There is no other group in dentistry more adequately trained and skilled to deal with these entities than the periodontist.

Our office became charter members of the AAIP, at its inception, and I am absolutely pleased we did.

We have already incorporated a number of suggestions relative to practice management, that Lee has taught us.

I urge you to be open minded about changes that are occurring in our specialty relative to the referral process.

It seems that the AAIP will become a valuable tool in delivering our message about the items listed above, directly to the public. Accept and embrace this change, and consider joining the AAIP. I trust that no-one will ever regret that decision."

Colin Richman DMD

Diplomate: American Board of Periodontics

FF The AAIP is a magnificent concept brought about by the hard work of Dr. Sheldon. The concepts are imperative to our periodontal profession and should be introduced to the post-doctoral perio students. A must for our future success! "Constantly raising the standard of periodontal and implant care."

Mark I. Gutt, D.M.D.

Miami Beach, FL

FF Dr. Sheldon courageously helps us navigate through the uncertain future of the specialist by providing a promising model with which Periodontists and specialists alike can create a promising, rewarding and successful future in the field they have dedicated their lives to.

Dr. Sheldon has single-handedly altered and facilitated transformation of a periodontal specialty facing great uncertainty by developing and promoting a model by which Periodontists and specialists alike can not only survive, but thrive.

In the paradigm shift that dentistry is facing, Dr. Sheldon (and AAIP Staff) navigates us through the uncertain future of periodontal and specialty practices alike with a new model. His personal conviction towards maintaining the integrity and quality of care that we work so hard to create in the field of periodontics is unparalleled."

Dr. Jason Stoner

Columbus, Ohio

FF It's about time I stepped up to the plate and let you know, first-hand, how terrific I think these webinars have been. Great info & insights, very motivating for staff hearing protocols from Danyel. The notion of the Primary Care Periodontist is one that needs serious consideration for the remainder of my career.

After two years using a well-known coaching organization, your program has actually been the driving force to inspire us to 'just do it' and start making it happen. We left that organization with tools but hadn't yet implemented everything we needed to.

Then, perfectly on cue, like angels alighting to our cause, came the initiation of the AAIP with the passion and insights of you and Danyel. We no longer had to rely just on our initiatives; we had mentors at our side several times per month. We catch the programs 'live' when we can or else we replay the DVDs at staff meetings....

Dollar for dollar, the info you disseminate is truly a bargain. I am glad that you can do this all so cost-effectively, keeping it web-based and consistent. I would imagine that the financial rewards for you do not even come close to the value that you provide for your audience. Thank you for doing so."

Marvin A. Price, D.D.S.

Diplomate, American Board of Periodontology

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