

# Eleven tips for success in your dental clinic

## Part VI: Video Testimonials and R.A.P.P.O.R.T.

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Welcome to the sixth part of the series 'Eleven tips for success in your dental clinic'. Today I will teach you the last tip of this amazing series that I encourage you to use at your clinics in order to gain the power and control that you deserve.

### Introduction

Due to the experience that I have gained from practicing dentistry over the last 25 years and drawn from my studies and research in medical business, today, I will present you an amazing new age tool: How to receive video testimonials from your patients—a tool with zero costs but a huge impact to

the patients' preference. Remember always to use your own patients and clinic for promotion. It has zero expenses and the best outcomes. By the end of this article, I will have given you all the answers concerning why are video testimonials important for us, how can we ask a patient to give us a video testimonial, what should the content be, when should we ask for it and finally and most critical the R.A.P.P.O.R.T. protocol.

### Video Testimonials

Let me start with the concept of Video Testimonials. Why is this an essential promotion tool for us?



Research has proven that over 70 per cent of customers/patients look at a product/service review before accepting the service. A survey sponsored by Zendesk found that 90 per cent of participants were influenced in their buying decisions by positive reviews, which is an enormous amount of people. But how do you ask your patient for a video testimonial? Start with an email. This gives you the opportunity to make your request without any interruptions, without forgetting any details and most importantly: without putting your beloved patient on the spot.

I will provide you now with a significant sample of creative questions that you can use for your video testimonial in order to ensure its success:

1. For which reason did you choose us?
2. How have you experienced our services?
3. Can you think of a word or phrase that best describes your relationship to us? Why did you choose that particular word or phrase?
4. Why would you recommend us to someone else?

Now, you will ask me: When is the best time to ask a patient for a video testimonial? Right after a successful treatment, of course—when everyone is still on an emotional high level.

## R.A.P.P.O.R.T protocol

Last but not least, I will introduce to you the R.A.P.P.O.R.T protocol which is the acronym of the words:

**R** for Reward them  
**A** for Ask creatively (run a contest)  
**P** for never be Pushy  
**P** for ask for a written Permission  
**O** for give them the script of the testimonial One day before  
**R** for Run (post/share) it  
**T** for videoTape it

The above tool is a very small part of the tools, ideas and protocols of the presentation skills module which is one of the ten modules that I teach during the DBA—Dental Business Administration Master-ship course. DBA is a mini MBA that will not only teach you ten different modules in only ten days but will also give you examples and exercises based on our routine dental life. It is the only educational programme that can show you how to gain the business success that you deserve. If you want to take your dental clinic to the next successful level, you have a choice—register now! I am looking forward to seeing you all.

During the next issue of laser magazine we will introduce a new series of business concepts that as always will assist you in revealing the opportunities and real potential of your dental clinic and staff. Until then, remember that you are not only the dentist of your clinic, but also the manager and the leader. You can always send me your questions and requests for more information and guidance at [dba@yiannikosdental.com](mailto:dba@yiannikosdental.com) or via our website [www.dbamastership.com](http://www.dbamastership.com). Looking forward to our next trip of business growth and educational development!\_

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## Kurz & bündig

Im sechsten und letzten Teil der Serie „11 Tipps zum wünschenswerten Erfolg in Zahnkliniken“ geht die Autorin auf die Vorteile einer Patientenempfehlung via Videoaufnahme sowie das R.A.P.P.O.R.T PROTOCOL ein. Denn, wie zahlreiche Studien belegen, entscheiden sich die meisten Menschen auf Basis von Empfehlungen für einen Service bzw. ein Produkt. Um den Patienten nach einer erfolgreichen Behandlung nicht zu überrumpeln, empfiehlt die Autorin, eine Anfrage für die Aufnahme einer Videoempfehlung per E-Mail zu verschicken. Darüber hinaus formuliert sie vier kreative Fragen, die den Erfolg der Videoaufnahme garantieren sollen. Das R.A.P.P.O.R.T PROTOCOL bietet dabei eine effektive Anleitung zur erfolbringenden Umsetzung von Patientenempfehlungen.

In der nächsten Ausgabe der *laser* international magazine of laser dentistry beginnt eine neue Serie der Autorin. Hier wird sie in gewohnter Weise Tipps und Konzepte präsentieren, die Praxisinhaber dazu verhelfen sollen, die Möglichkeiten und das Potenzial ihrer Zahnarztpraxis voll auszuschöpfen.