Successful communication in your daily practice

Part VI: Economic crisis

Dr Anna Maria Yiannikos, Germany & Cyprus



© maxicam/Shutterstock.com

Hi! I am Dr Anna Maria Yiannikos and I am very happy to share the 6th part of this new loved series filled with communication protocols with you. This series includes the most popular and challenging scenarios that might occur in your dental practice and presents successful ways of how to deal with them—so your patients will always leave your practice feeling satisfied and thinking: "My dentist is THE BEST!"

Each article of this series will teach you a new, easy to use specialised protocol, which can easily be customised and adapted to your own dental clinic's requirements and needs right from day one.

Let's start with today's challenging topic which is… how to deal with economic crisis. If we have a look on how patients and their habits change during a depressed economic period, you will notice that your patients will:

- reduce their spending,
- set stricter priorities, and
- feel anxiety and anger regarding the near future.

But, they will still spend their money… Your goal thus is, to encourage them to have their treatments done, to offer them different services, to promote your services with a unique attitude and last but not least to maintain or even increase your income.

5 effective ideas

Yes, you can still increase your income. Are you wondering how? Discover five effective ideas on how to do so immediately.

1. Make the appropriate changes without having a panic attack

If these changes include reducing the prices of your treatments, which one will you choose? Will you reduce the price of

fillings or crowns? Make the right choice based on price elasticity rules. The right answer is, to decrease the price of crowns, otherwise your revenues will reduce enormously. Do not reduce the salaries of your talented employees, but let the unproductive ones or the one who you feel is an obstacle for you and your clinic go.

2. Introduce special services

Increase the value of your treatment by introducing special package services, for example, offer laser cavity preparation with no extra charge or combine dental cleaning with fluoridation without any additional cost for the fluoridation.

3. Extend credit periods

Offer layaway plans or extend the credit periods and ask your suppliers for the same for yourself. However, remember to negotiate profitably!

4. Challenge penny-wise behaviour

If you realise, for example, that the patient could afford to have the crown done, but chooses to postpone it due to fear of the future, explain in detail what the consequences and the costs of postponing the treatment will be. Highlight the fact that the tooth might break and the cost would be tripled when treating it then instead of now.

5. Continue educating your patients

Share your knowledge with your patients through your YouTube videos or by giving VIP seminars. What is your ultimate goal? It is, to emphasise the quality and the differentiation of your services, and to clearly show that you are THE expert and that the treatments you offer your patients are so special and valuable that they need to have them, now!

Are you ready?

This is very useful insight, don't you think? I am sure that you are looking forward to the next issue of laser magazine, where I will present the 7th part of this unique new series of communication concepts to you, teaching you how to offer VIP services for your distinguished patients. You want these patients to choose you, so, I will share 5 revolutionary tips with you that will guarantee you this delicious outcome.

Until then, remember that you are not only the dentist of your clinic, but also the manager and the leader. For further questions and requests for more information and guidance, keep in touch by sending me an e-mail to dba@yiannikosdental.com or via our website www.dbamastership.com. I am looking forward to our next trip of business growth and educational development!

Author details

contact



Dr Anna Maria Yiannikos
Adjunct Faculty Member of AALZ
at RWTH Aachen
University Campus, Germany
DDS, LSO, MSc, MBA
dba@yiannikosdental.com
www.dbamastership.com

Kurz & bündig

Im sechsten Teil ihrer Serie „Erfolgreiche Kommunikation im Praxisalltag" widmet sich Dr. Anna Maria Yiannikos fünf effektiven Ideen, um Praxiserträge in Zeiten finanzieller Krisen konstant zu halten oder sogar zu steigern. Wichtig ist es dabei, zunächst nicht in Panik zu verfallen, sondern kosteneffektiv zu denken. Das heißt, nicht etwa den Lohn der besten Mitarbeiter zu senken, sondern stattdessen die Kosten für beispielsweise Kronen den Regeln der Preiselastizität entsprechend zu reduzieren.

Idee zwei betont die Möglichkeit, besondere Zusatzleistungen, wie z. B. eine laserbasierte Kavitätenvorbereitung, kostenfrei in eine bestimmte Behandlung zu integrieren, um diese attraktiver zu gestalten. Zusätzlich können Sie Patienten mit verlängerten Zahlungsperioden entgegenkommen. Es ist jedoch wichtig, dabei die eigenen Zahlungsverpflichtungen nicht außer Acht zu lassen und weiterhin gewinnbringend zu agieren.

Idee vier und fünf konzentrieren sich vor allem auf die Patientenbildung und eine öffentlichkeitswirksame Kommunikation. Das bedeutet zum einen, Patienten zu Behandlungen zum gegenwärtigen Zeitpunkt zu ermutigen und zu verdeutlichen, welche Extrakosten entstehen würden, sollten diese weiter verschoben werden. Zum anderen ist es stets wichtig, die Qualität des eigenen Angebots zu kommunizieren und sich von Mitbewerbern zu differenzieren, sodass die Patienten erkennen, Sie sind der Experte und Ihre Leistungen sind jeden Cent wert.