Successful communication in your daily practice

Part VII: Special services for VIP patients

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Hi! I am Dr Anna Maria Yiannikos and I am very happy to share the 7th part of this 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 offer VIP services to your distinguished patients. Imagine, that the atmosphere in your clinic is unique, ideal for VIP patients. You probably already know this, but these patients are less affected by the recession.

Might this fact somehow relate to you? Of course, it does. These are the patients who will have a full-mouth reconstruction done without second thoughts. These patients are also the ones who will pay you without a hassle. Thus, your desire should be to attract this group of patients. Is there anything you can do in order to encourage them to choose you? Yes, there is!

5 revolutionary tips

I am going to share five revolutionary tips with you that guarantee this wonderful outcome. Are you ready to attract your VIP patients?

1. Have a special website section

Create a special VIP section on your website providing all information exclusively for their superior needs. Here you can describe in detail why your clinic is the one they should come to and why it absolutely has to be their first

choice. Offer them extra incentives like a limousine service and remember, they already expect such amenities.

2. Create a VIP environment

Adapt your clinic's environment according to their wishes and expectations. You can, for example, have a private entrance only for them, since they hate others gossiping about them.

3. Offer first class amenities

Treat your VIP patients as if they were on a first-class flight. Offer them warm towels before and after the treatment, or a special dental kit (with toothbrush and toothpaste), that has your logo and their name on it. Thus, equipping them with the perfect accessory to use after a quick brunch. Keep in mind that this group of people sometimes does not even have the time to eat.

4. Pay full attention

Assign one of your staff members to be at the individual service of your VIP patients during their entire visit to your practice. Accompany them from the time they arrive at your clinic until the time they leave. They expect your and your staff's full attention, without disturbance—at all times.

5. Avoid delays

For your VIP patients, time is money. Therefore, they hate waiting. So, offer them a quick and excellent experience.

Are you ready?

It really is this easy. Plus, you will gain the reputation of being a VIP dentist. Are you wondering, why that should be so vital? The reason is that people love to be associated with distinguished professionals. If you think about it, this is exactly the same situation as with upscale brands, like Gucci or Prada. People love buying such brands since their high status is easily recognised! And that is why your clinic will in the end be full of patients who love to be associated with your name! That would be just perfect, wouldn't it?

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 eighth part of this unique series of communication concepts to you. Are you wondering what will be the next beautiful and interesting topic? We will take a look at how to transform a fearful patient into a loyal one. You will certainly agree with me, that this is a regular situation that we all face in our clinics and I will thus teach you 5 essential ways to tackle it.

Until then, remember that you are not only the dentist of your clinic, but also its manager and 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!

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Kurz & bündig

Im siebten Teil ihrer Serie „Erfolgreiche Kommunikation im Praxisalltag" stellt Dr. Anna Maria Yiannikos fünf Tipps vor, um VIP-Patienten für die eigene Praxis zu gewinnen. Ziel ist es, diese mit einzigartigen Services zu binden, auf deren besondere Ansprüche einzugehen und somit auch die eigene Reputation zu steigern.

Als ersten Tipp empfiehlt die Autorin, das Einrichten eines Extrabereichs der Praxiswebsite speziell für VIP-Patienten und deren Bedürfnisse sowie besondere Dienstleistungsangebote wie zum Beispiel Limousinen-Service. Des Weiteren lohnt es sich, eine VIP-Praxisatmosphäre zu schaffen und herausragende Annehmlichkeiten, wie warme Handtücher zu offerieren, sodass sich die VIP-Patienten wie auf einem Flug erster Klasse fühlen. Im vierten Tipp unterstreicht Dr. Yiannikos, wie wichtig es ist, diesem Patiententyp für die gesamte Zeit des Praxisbesuchs einen speziellen Begleiter zur Seite zu stellen und ihm somit von Ankunft bis Abschied vollste Aufmerksamkeit zu schenken. Last, but not least sollte es besonders bei derart wichtigen Patienten niemals zu Verspätungen kommen.

Letztendlich profitiert besonders der eigene Ruf von dem geschaffenen Image, ein VIP-Zahnarzt zu sein. Die Patientenzahlen können somit deutlich gesteigert und Einkünfte auch in rezessiven Zeiten gesichert werden.