



5 Success Secrets of Top Ortho Treatment Coordinators

Presented by Dr. Roger P. Levin
and Ortho Technology, Inc.



Building TOTAL PRACTICE Success™

Our commitment is to help every orthodontist grow regardless of the economy. Every orthodontic practice has the potential to transform into A Levin Practice™ and anticipate these results:

- Continually increasing production
- Continually increasing profit
- Continually increasing referrals
- A low stress practice environment
- High levels of professional satisfaction
- Reaching financial independence sooner

Our consulting programs are based on proven systems and strategies that have delivered successful results to thousands of practices for more than 24 years. Levin Group Consulting Programs are the established benchmark for practice management excellence in our profession.

For This and Other Practice Management Articles Created by Dr. Levin to Help Your Practice Thrive, Please Visit orthotechnology.com/levin

© 2011 Ortho Technology, Inc.



The Ortho Treatment Coordinator must be the best friend of new patients or parents as soon as they arrive.

Introduction

Ortho practice success falls heavily on the shoulders of the Ortho Treatment Coordinator (OTC). This is the team member responsible for persuading prospective patients and parents to say “yes” to recommended orthodontic treatment. For OTC close rates during consultations, Levin Group recommends a target of 90%. Many orthodontists and treatment coordinators (OTCs) are shaking their heads, thinking that goal is impossible. But this is the target that OTCs in our client practices typically achieve after completing their management consulting programs.

At the beginning, most new clients have OTCs who are closing in the 60%–65% range, which means that they have to see 1/3 more new patients to hit the same production target. In addition, due to the economy, more parents and patients are shopping for orthodontics, turning down treatment or postponing care. This trend means that OTCs typically have a much more challenging position than just a few years ago. Relationship building takes on even more importance as a key to an OTC’s success.

Developing Stronger Relationships with Patients and Parents

The OTC must be the best friend of new patients or parents as soon as they arrive. He or she should be totally focused ... with nothing to do but concentrate on that patient. In essence, this team member becomes the patients’ personal advisor while in the practice.

The following secrets can help OTCs build stronger relationships with parents/patients and dramatically improve close rates:

1. Taking Control. OTCs should manage most of the new patient process from the first confirmation call and consultation to the first appointment. The first confirmation call becomes an introduction call where the treatment coordinator introduces herself and welcomes the parent and patient to the practice. During the first visit, the OTC meets the parent and patient in the reception area, introduces herself, and then escorts them on a tour of the office. OTCs need to understand that parents basically want the following questions answered:

- a. Is my child a candidate for orthodontics?
- b. What will the results be?
- c. How long will it take?
- d. How much will it cost?

OTCs should respond using Value Creation Scripting™—a higher type of communication that emphasizes influence rather than just information. The goal is to build value for the treatment, the orthodontist, and the practice, resulting in parents and patients agreeing to treatment.

2. Family Members Receive Free Admission...to the observation program. OTCs should invite siblings of new

patients to present for complimentary examinations. These patients, regardless of age, should then enter the observation program. The best businesses develop strong relationships with customers and potential customers as early as possible. Observation patients represent future production. By reaching out to these potential patients now, ortho practices will reap rewards in the future.

3. Highlighting the Doctor. This is a critical function for the OTC. When done correctly, it comes across naturally with phrases such as:

- “You are going to love Dr. Smith”
- “He is so gentle”
- “He is always taking courses”
- “Our patients think he is a great orthodontist”

The OTC has to build an extremely positive image for the orthodontist before patients even meet the doctor. Patients should feel they know the orthodontist before he or she ever comes in to that consult or exam room.

4. It’s Not Over Until You Follow Up. In today’s economy, one consultation may not be enough to convince parents to move forward with treatment. OTCs need to follow up with all parents and patients who don’t accept treatment. Levin Group recommends always giving prospective parents and patients a second chance to say “yes.” The usual scenario for consultations is that only one parent accompanies the child. Orthodontic treatment does involve a considerable investment, and many mothers/fathers will want input from their spouse. A follow-up phone call or a second consultation with both parents can turn an undecided into a “yes.”

5. Money Matters. Large down payments are still the norm in orthodontics. If an ortho practice makes it too hard or challenging for prospective patients to accept treatment, they will simply go somewhere else. Levin Group recommends offering a smaller down payment in combination with patient financing from a reputable provider such as CareCredit. In today’s economic environment, the lowest barrier of entry is best for parents and patients.

Conclusion

The OTC position is far more challenging than a few years ago due to today’s slower economy. These five secrets will help OTCs maximize skills and convert consults into starts. Jumpstart ortho practice growth with a newly empowered OTC!

Attend Dr. Levin’s “Increasing Production And Profit In 2012” January 25-26, 2012 in Charlotte, NC, FREE!

See page 4 for more information, or contact your Ortho Technology Representative for more details