



WHY YOU NEED AN ORTHODONTIC TREATMENT COORDINATOR



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A Monthly Article on Practice Management
Presented by Dr. Roger P. Levin and Ortho Technology

The Orthodontic Treatment Coordinator (OTC) is a critical member of the orthodontic team. A study by Levin Group has determined that the majority of orthodontic practices were functioning at least 30% below their production potential, prior to the current recession. Beginning in the summer of 2008, many orthodontic practices dropped an additional 10 – 15% in production, which means these offices are operating 45 – 50% below their potential. A key factor in achieving the true potential of an orthodontic practice is the OTC.

Here are 10 key duties that every OTC should perform:

1. The OTC is responsible for all aspects of new patient entry. The goal is to close between 90 – 95% of all potential new patients.
2. The OTC works with the front desk staff to implement scripting to create a higher level of trust during the first new patient phone call. This means that the front desk staff will need to build patient trust by

3. talking about why the family will be happy in the practice, the experience and expertise of the orthodontist and staff, and complimenting any doctors or patients who referred the patient.

3. The OTC meets the families of new patients within three minutes of their arrival in the practice so no time is spent waiting in the reception area.
4. The OTC works in a designated consult room equipped with comfortable chairs and appropriate computer software.
5. The OTC uses a minute-by-minute script for the new patient consult, resulting in a 90 – 95% close rate. During the consult, the orthodontist will spend approximately 10 minutes with the new parent and patient.
6. The OTC works with the patient to create value for treatment, emphasize benefits, increase understanding of orthodontics and instill excitement prior to the doctor entering the consult room.

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