

The Modern Dental Patient: How to Meet Their Expectations

Dr. Sako Karakozian, DDS

A Little About Myself

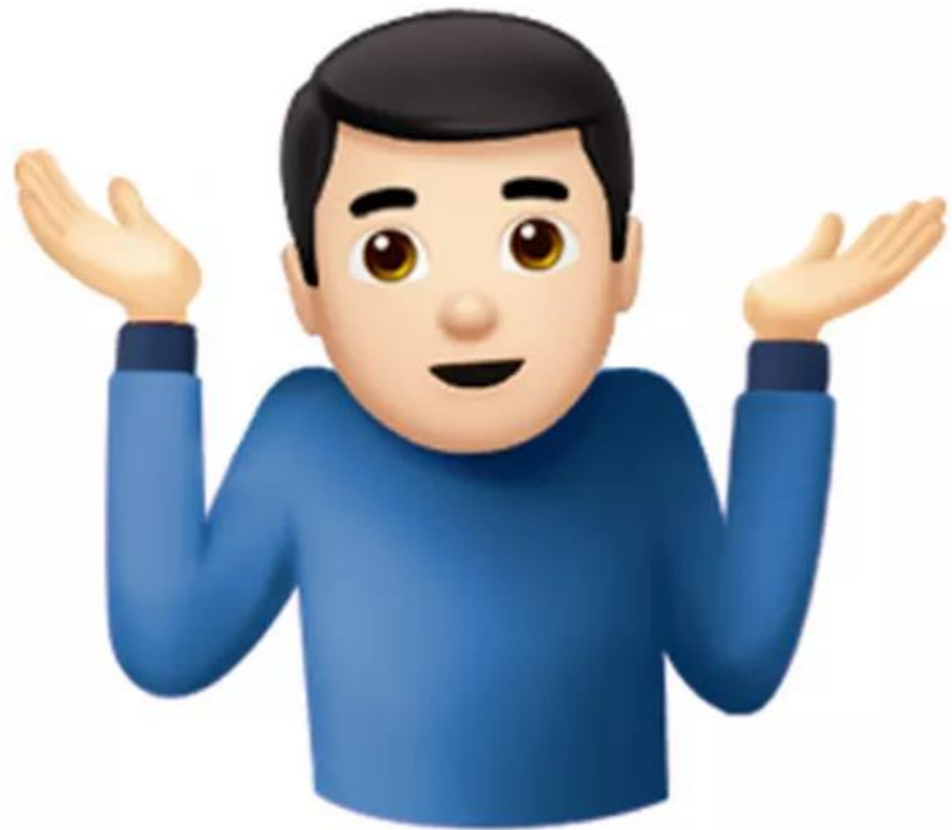
- ▶ Santa Monica College - Focus on Biological Psychology
- ▶ UC San Diego, BS in Physiology and Neuroscience
- ▶ Graduated from NYU College of Dentistry, 2007
- ▶ NYU Dental Social Chair and Newsletter Editor
- ▶ Representative for American Student Dental Association

A Little About Myself

- ▶ Clinical Faculty at UNLV School of Dental Medicine
- ▶ Pacific Dental Services - 8 years
- ▶ Trained Dentists in Dental-Patient Relations at PDS
- ▶ Clinical Director for Special Olympics, Special Smiles
- ▶ Dental Consultant on “The Doctors” TV Show

A Little About Myself

- ▶ Owner of Dental Design Studio City - 3 years
- ▶ Board Member of Studio City Business District
- ▶ New Member Committee of Los Angeles Dental Society



OK... SOOOOO
WHO CARES?

THE MODERN DENTAL PATIENT

- ▶ Who is the Modern Dental Patient?

THE MODERN DENTAL PATIENT

- ▶ Who is the Modern Dental Patient?
- ▶ What Do They Want?

THE MODERN DENTAL PATIENT

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- ▶ What Do They Want?
- ▶ How Can You Appeal to Them?

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THE MODERN DENTAL PATIENT

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- ▶ What Do They Want?
- ▶ How Can You Appeal to Them?
- ▶ How to Get Them Through the Door?
- ▶ How to Keep Them in the Door!

DEMOGRAPHICS

- ▶ Are your patients young or old?
- ▶ Are they financially comfortable or struggling?
- ▶ Do they have a high dental IQ or not?
- ▶ Insurance? PPO? HMO? No insurance?

WHO IS THE MODERN DENTAL PATIENT?

- ▶ They can be any age

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- ▶ They are very comfortable with technology

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WHO IS THE MODERN DENTAL PATIENT?

- ▶ They can be any age
- ▶ They are very comfortable with technology
- ▶ They look up reviews online
- ▶ They use social media
- ▶ They have high expectations (as they should!)

WHAT DOES THE MODERN DENTAL PATIENT WANT?

- ▶ They want to feel empowered and in charge

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- ▶ They want it cheap

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- ▶ They want it quick
- ▶ They want it cheap
- ▶ They want it easy



WHAT DO YOU NEED TO DO

- ▶ Brand Yourself
- ▶ Build Expectations

BRAND YOURSELF AND BUILD EXPECTATIONS

- ▶ Update Your Website
- ▶ Yelp Reviews
- ▶ Google Reviews
- ▶ Facebook Page
- ▶ Instagram Page
- ▶ Twitter Account

WEBSITE

- ▶ Update It!
- ▶ About the Dentist
- ▶ About the Office
- ▶ Meet the Team
- ▶ Our Services
- ▶ Insurances You Take
- ▶ Contact Us
- ▶ Online Forms???

YELP AND GOOGLE REVIEWS

- ▶ Claim Your Yelp Page
- ▶ Update the Information
- ▶ Create a Google Business Page
- ▶ Ask for Reviews!
- ▶ ASK FOR REVIEWS!!
- ▶ ASK FOR REVIEWS!!!!!!!!!!!!!!!!!!!!

FACEBOOK PAGE

- ▶ Create One
- ▶ Keep It Updated
- ▶ Post Personal Pictures and Videos
- ▶ Post Articles or Funny Viral Videos

INSTAGRAM PAGE

- ▶ Create One
- ▶ Post Pictures
- ▶ Post Videos
- ▶ Use Hashtags
- ▶ Create Instagram Stories
- ▶ Engage Your Followers
- ▶ Follow Local Businesses

TWITTER ACCOUNT

- ▶ Create One
- ▶ Say What's On Your Mind
- ▶ Link to the Latest News About Teeth
- ▶ Careful What You Write

**LEADERS BECOME
GREAT, NOT
BECAUSE OF THEIR
POWER, BUT
BECAUSE OF THEIR
ABILITY TO
EMPOWER OTHERS.**

EMPOWER YOUR PATIENTS

- ▶ No one “SHOULD” do anything

EMPOWER YOUR PATIENTS

- ▶ No one “SHOULD” do anything
- ▶ Have them “WANT” to do it

EMPOWER YOUR PATIENTS

- ▶ Discuss the Problem

EMPOWER YOUR PATIENTS

- ▶ Discuss the Problem
- ▶ Discuss the Possible Causes

EMPOWER YOUR PATIENTS

- ▶ Discuss the Problem
- ▶ Discuss the Possible Causes
- ▶ Explain the Possible Solutions

EMPOWER YOUR PATIENTS

- ▶ Discuss the Problem
- ▶ Discuss the Possible Causes
- ▶ Explain the Possible Solutions
- ▶ Explain the Possible Outcomes

EMPOWER YOUR PATIENTS

- ▶ Discuss the Problem
- ▶ Discuss the Possible Causes
- ▶ Explain the Possible Solutions
- ▶ Explain the Possible Outcomes
- ▶ Explain the Option of Doing Nothing

EMPOWER YOUR PATIENTS

- ▶ Discuss the Problem
- ▶ Discuss the Possible Causes
- ▶ Explain the Possible Solutions
- ▶ Explain the Possible Outcomes
- ▶ Explain the Option of Doing Nothing
- ▶ Let the Patient Decide



**BUILD
TRUST
THROUGH
TRANSPARENCY**

TRANSPARENCY

- ▶ No One Likes Surprises
- ▶ Anger is the result of Misconceived Expectations

TRANSPARENCY

- ▶ Review All the Steps for Treatment

TRANSPARENCY

- ▶ Review All the Steps for Treatment
- ▶ Review the Intended Outcome

TRANSPARENCY

- ▶ Review All the Steps for Treatment
- ▶ Review the Intended Outcome
- ▶ Review the Possible Complications

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- ▶ Review All the Financials
- ▶ Review the Possible Additional Fees

TRANSPARENCY

- ▶ Explain What Will Happen Today

TRANSPARENCY

- ▶ Explain What Will Happen Today
- ▶ Talk Through the Procedure

TRANSPARENCY

- ▶ Explain What Will Happen Today
- ▶ Talk Through the Procedure
- ▶ Explain the Current Step and the Next Step

TRANSPARENCY

- ▶ Explain What Will Happen Today
- ▶ Talk Through the Procedure
- ▶ Explain the Current Step and the Next Step
- ▶ Explain What They Should Expect Directly After

TRANSPARENCY

- ▶ Explain What Will Happen Today
- ▶ Talk Through the Procedure
- ▶ Explain the Current Step and the Next Step
- ▶ Explain What They Should Expect Directly After
- ▶ Explain What They Should Expect at the Next Visit

TRANSPARENCY - MAKE YOURSELF AVAILABLE

- ▶ Contact the Patient After the Appointment

TRANSPARENCY - MAKE YOURSELF AVAILABLE

- ▶ Contact the Patient After the Appointment
- ▶ Have a Text Number for Them to Use

TRANSPARENCY - MAKE YOURSELF AVAILABLE

- ▶ Contact the Patient After the Appointment
- ▶ Have a Text Number for Them to Use
- ▶ Check Your Emails After Hours

MEET THEIR EXPECTATIONS

- ▶ Brand Yourself

MEET THEIR EXPECTATIONS

- ▶ Brand Yourself
- ▶ Have an Online Presence

MEET THEIR EXPECTATIONS

- ▶ Brand Yourself
- ▶ Have an Online Presence
- ▶ Build Positive Expectations

MEET THEIR EXPECTATIONS

- ▶ Brand Yourself
- ▶ Have an Online Presence
- ▶ Build Positive Expectations
- ▶ Empower Them to Make Decisions

MEET THEIR EXPECTATIONS

- ▶ Brand Yourself
- ▶ Have an Online Presence
- ▶ Build Positive Expectations
- ▶ Empower Them to Make Decisions
- ▶ Be Transparent

MEET THEIR EXPECTATIONS

- ▶ Brand Yourself
- ▶ Have an Online Presence
- ▶ Build Positive Expectations
- ▶ Empower Them to Make Decisions
- ▶ Be Transparent
- ▶ Gain Their Trust

MEET THEIR EXPECTATIONS

Have a Patient for Life

THANK YOU!

Dr. Sako Karakozyan, DDS

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