

## *Today's Communication Is Tomorrow's Dental Practice Win*

Peter Drucker once shared, "The most important thing in communication is hearing what isn't said". Think about that and think about how much each of us *isn't hearing* today as our practices are barely...if open at all.

Who do we need to *hear* from?

### **Listening to our patients:**

As we communicate with our patients from a distance, it behooves us to set ourselves up for success. Listening to our patients begs a few questions:

Does our practice have a team member manning the phones?

- If yes, amazing.
- If no, who is answering?
- If the doctor, also amazing.
- If no one, how are you communicating?
- What message does a patient hear when they call your practice?
- Are you emailing?
- Texting?
- Are you messaging your patients at least twice per week?
- By text?
- By video?

### **PRO TIPS TODAY:**

- Don't trip over pennies to save dollars. Maximize team and technology to stay in touch.
- Stop sharing *we're closed*; start sharing, *we're here*.
- Create one video per week to share what is happening.
- Create a second video on home care.
- Designate one or more team members to do mental and financial patient check ins. This will help build your schedule in advance.
- Deliver amazing service today. It makes patients feel safe. It brings in new patients NOW.

### **Listening to each other:**

- As important as our patients are, our teams are more important. When we function as a happy, healthy, united team, everything is possible. So:
- Apply all of the above as they apply.
- FaceTime and/or Zoom meet with your team weekly.
- Employ two ears...one mouth and listen.
- Emotions are larger than life now. Bring them to light. Be sure to share the why behind any practice decisions.
- Upon return, morning huddles are even more critical.
- Talk about safety.
- Ask how everyone is feeling about the day ahead.

And until next time...remember...Together We Rise!!