

HIP



The Treatment Coordinator's Guide to

**HOW TO GET YOUR
PATIENTS TO SAY
"YES!"**



Your Patients Want to Say “YES!”

Let me ask you a question: Would you take a day of work and go to an orthodontist’s office simply to pass the time?

Of course not, and neither do your patients.

Your patients value their time as much as their money. So if they’ve chosen to come to your office, it’s because they’ve already made the decision that they want to start treatment.

But that doesn’t mean that they will start treatment...

After all, the conversion rate on orthodontic exams is just over 50% nationally. So something is stopping nearly 50% of patients from starting a treatment that they clearly want.

As a Treatment Coordinator, your job is to identify and eliminate those obstacles for your patients. So that they can say, “YES,” to a happier and healthier future.

You don’t have to convince them to start treatment. You simply need to show your patients that their fears, which are usually around price and convenience, are unnecessary. And that they can get the results without putting financial pressure on their family or disrupting their lives.

To do this, you need to make the exam experience as easy as possible for the patient. And you need to understand what they want, how they feel, and what is standing in their way.

Do those things, and you'll find that your potential patients are saying, "YES," much more than ever. And that they're excited like never before to start treatment and are thrilled with their results.

In this ebook, we'll show you the exact techniques and strategies the most successful TC's use to convert more of their leads into patients.

But the process of getting a, "YES," doesn't actually begin with the Treatment Coordinator. It begins with your very first contact with the patient....

Show Patients They're Your #1 Priority

Potential patients may have waited weeks, months, or years to reach out to you. Or they may have heard great things about your practice from their referring dentist.

In either case, they expect that your team will treat their case with the same urgency that they feel.

So if you want to hear, "YES," more often in the exam room, start by doing these 3 things:



① Respond to Exam Requests within 5 Minutes

Depending on the size of your practice, this is probably not your job as a TC. But quick and efficient lead follow-up brings more patients in the door. And that means more opportunities to get a, "YES!"

In fact, contacting leads within 5 minutes increases your chances of reaching leads to schedule an exam by up to 400%!

Your response is their first experience with your practice. If the patient sees you responded to their needs quickly, they're more likely to start treatment with you instead of another orthodontist.

② **Book Appointments within 72 Hours**

Many potential patients reach out to two, three, or even four orthodontists when searching online. If you can see the patient in 3 weeks, and another practice can see them tomorrow, who do you think will win their business?

If your practice isn't set up to schedule exams within 3 days, you need to update your scheduling procedures as soon as possible. Because in today's highly competitive ortho market, if you can't schedule new patients within 72 hours, you're losing business to your competitors every day.

After all, a patient can't tell you, "YES!" if they never make it to your chair. Unless...

③ **Do More Virtual Exams**

Virtual exams help a patient start working with you almost instantly. In a world that values immediate results, there's nothing better than that.

When they get your treatment plan, they already feel like your patient, even if they haven't visited the office yet. Which makes them more likely to follow through on treatment with you.

Using virtual exams to screen potential patients can boost conversion rates on in-office exams. And in many cases, you get their, "YES!" — even process a down payment — before they've stepped foot in your office!



Keep Exams Quick and Simple

When it comes to making your patients feel valued, don't underestimate the power of efficiency and simplicity.

Your patients don't want to spend hours in a waiting room. Or even 15 extra minutes in an exam chair thinking about how much this is going to cost them.

We find that the **orthodontic practices that get the best results keep their total exam time to 30 - 45 minutes.** That's just 30 - 45 minutes to do intake, records technicians, the doctor's exam, and the presentation of the treatment plan.

Don't think you can do it? Sure you can!

You simply need a process, some practice, and the determination to move more patients into the, "YES," column [and fewer onto your pending follow-up list].

Here are 2 big things you can do to boost your start rates:

① **Keep The Doctor Consult to 5 Minutes [or Less]**

The doctor's visit to the exam room is the highlight of the exam process. But you'll hear, "YES!" more often if the doctor keeps his visit short and sweet.

Doctors feel the need to explain all the details of the treatment to the patient. But often, that just makes the patient feel overwhelmed and confused.

When a patient gets lost in medical terminology, their thought process shifts from "ready to get started" to "This sounds serious. I'd better go home and think about this."

Your job is to help your patient be decisive. And that means removing all potential obstacles from their path that might cause them to hesitate — even if that obstacle is the doctor.

As the Treatment Coordinator, you should be capable of handling almost any question that a patient or their parents may have about their treatment plan. And, as a sales professional, you're best equipped to make them feel comfortable deciding to start treatment.

② **Build Momentum with Same-Day Starts!**

If you really want to hear YES more often in your office, try to start your patient's treatment the same day as their exam.

Think about it — they're already in your office. They've taken the time out of school or work (or both). Do they really want to come all the way back to your office next week?

Of course not! So if you offer to start their treatment right away, you're making it much easier for them to get started. That means you're making it easier for them to say, "YES!"

Make an Offer They Can't Refuse

Price is the biggest obstacle you need to overcome on the road to a, "YES." But, by copying the strategies of the most successful practices in the country, we'll show you how to blow right through common pricing objections to start more patients.

Here are the 3 most impactful strategies we've seen orthodontists use effectively:

① Offer A Single [Simple] Payment Option

Simplicity is always your biggest ally in getting the, "YES," from your patient.

If you offer multiple payment plans, suddenly your patient has two decisions to make — "yes or no" AND "which plan do I want?"

Two decisions are harder to make than one. And that means that they're more likely to decide to sleep on it or discuss it with their partner before making a decision, which you want to avoid.

With a single payment option, it's easier to understand what objections your potential patients have to the plan so that you can make adjustments accordingly.

② Set a Low Down Payment & Monthly Fee

The key element to turning consults into patients is setting a price that makes people think, "I can do this today!"

If you don't get that, "YES," before they go home, your chances of them ever starting treatment drop significantly. So you need to offer them a price that they can say comfortably, "YES," to without a 3-day family financial summit.

Our clients have tested out every pricing combination you can think of. But the most successful practices set **a downpayment of no more than \$300 with monthly payments of \$200 or less.**

Set your prices higher than this, and you'll hear a lot more "Let me talk to my husband about this" and a lot less "That's less than I thought, let's get started!" And you'll find yourself still chasing many of those leads a few months down the road.

③ Offer Powerful Incentives

What would you pay to start a new patient today?

You should always be offering some promotion to encourage your patients to say, "YES!", like a dollar amount off, a free gift, or free teeth whitening. Any added value will increase your chances of closing the deal.

But your incentives should always be time-sensitive and it's even better if the offer expires TODAY. For example, a monthly promotion may encourage waiting until the last minute to make a decision. But if you say, "I'll give you X if you start treatment today," it's incredibly effective.

The most effective same-day strategy we've seen is the "downpayment match" promotion. Try telling your potential patients that if they start their treatment today, you'll match their downpayment.

Yes, it'll cost you a \$300 discount. But it's so hard for patients to pass up that you'll earn enough new business to more than make up for it!



Never Give Up

When a potential patient leaves your office without saying, “YES,” the chances of them becoming a patient drop dramatically.

But that chance drops to almost zero if you give up on them.

On the other hand, if you have well-defined follow-up practices for pending patients, you’ll be more effective at turning that “maybe” into a “YES!”

Here’s what you need to do:

Follow Up Regularly

You need to have a system for each TC to track their leads, including any notes on obstacles, concerns, and most recent communication. And you and your fellow TCs should follow up with each lead each week for at least one month.

Pending Patients WANT to Start Treatment

Always remember that pending patients WANT to start treatment. Otherwise, they would never have scheduled an exam.

So by following up weekly, you’re not bothering these patients. Instead, you’re gently reminding them of the decision they promised themselves they would make.

Offer Incentives

Calling or writing may not be enough to inspire pending patients to action. So dive back into your bag of tricks and find a creative promotion that will get attention. An “\$XXX Off” postcard or email promotion can be effective here.

Like always, make your incentive time-sensitive. Your goals are to remind pending patients that they have a problem they want to fix and give them a reason to take action now, rather than continuing to wait.

Motivate Your Team

Time and again, we've seen staff incentives work magic for orthodontic teams.

When your team feels like they're being rewarded for the practice's performance, every team member pulls together to help make your business grow.

Of course, your revenue and profits grow. But your patients also feel the positive energy and motivation of the team members. It creates an extraordinary environment that makes patients excited to start treatment with you.

How can you motivate your team?



1 Give Commission or Bonuses

We believe that all Treatment Coordinators should have a commission or bonus structure. A TC is a sales professional, and they should be paid for performance.

In over 7 years of advising the top orthodontic practices on growth strategy, **we've never seen a practice regret starting an employee incentive program.** And it's often seen as making a big difference in boosting morale and growing sales.

You can choose to offer direct incentives to team members beyond Treatment Coordinators too, or...

2 Create Office-Wide Contests

It may be less practical to give bonuses to all of your team members. But the front desk, records techs, and others all play their role in getting more patients to say yes to starting treatment.

So one way to motivate them is to set up a weekly or monthly contest to incentivize whatever goal you're trying to reach. It could be a number of new patient starts, a number of same-day starts, or even successfully booking new exams within 72 hours.

After all, accomplishing everything in this book will require some changes in processes and behaviors at your office.

Giving incentives is the most effective way to get your team to commit to the big changes you'll need to make to start closing patients more effectively.

Are you ready to start hearing “YES” every single day?

If you follow the steps we’ve laid out in this book, there’s no doubt that you’ll start hearing, “YES,” from your patients more than ever before.

You’d probably even see a noticeable difference within a week or two.
So why not get started right now?

But not all of these changes are easy to implement. And you may need some guidance for setting priorities and coaching your team through the transition to a new way of doing business.

We know just how hard it is. Because we’ve used the principles in this book to help the nation’s leading orthodontic firms, like Fishbein Orthodontics, Dr. Jennifer Orthodontics, and All Smiles Orthodontics, achieve 7-figure growth.

If you’d like a partner to help you reach and start more new patients, click the button below to schedule a free consultation with us at HIP Creative.

We’ll share the exact framework we’ve used to create exponential growth at over 80 orthodontics practices nationwide. And show you exactly how we’ll help you get your patients to say “YES!”



[Request a Free Consultation with HIP](#)

Hear What the Nation's Best Orthodontists Say about HIP:



"If you want to grow, you need HIP!"

HIP is different than consultants we've tried because they listen and are super-responsive. It's more like a partnership. They clearly understand the orthodontic market and bring us new ideas that help us get results.

**Kristen Anderson, Behl Orthodontics
HIP Partner Since 2020**

"HIP is a true partner!"

I've worked with over 20 different marketing companies and it's hard to find good people. The HIP team are true partners. They're so responsive and supportive. We love them!

**Lauren Harwell, Zammitti & Gidaly Orthodontics
HIP Partner Since 2020**



"They care about our success."

We were expecting maybe a 5 - 10% increase in exams, but it's all the way up to 61%! It feels good to have a partner who knows the business of orthodontics and cares about our success just as much as we do.

**Dr. Ed Wentz, Wentz Orthodontics
HIP Partner Since 2019**

"We've grown from 3 locations & 25 staff to 8 locations and around 100 staff."

HIP Creative has contributed to our success at Fishbein Orthodontics immensely. They've taken SEO off our hands and our ROI from Google has tripled since.

**Aliza Ray, Fishbein Orthodontics
HIP Partner Since 2014**

