

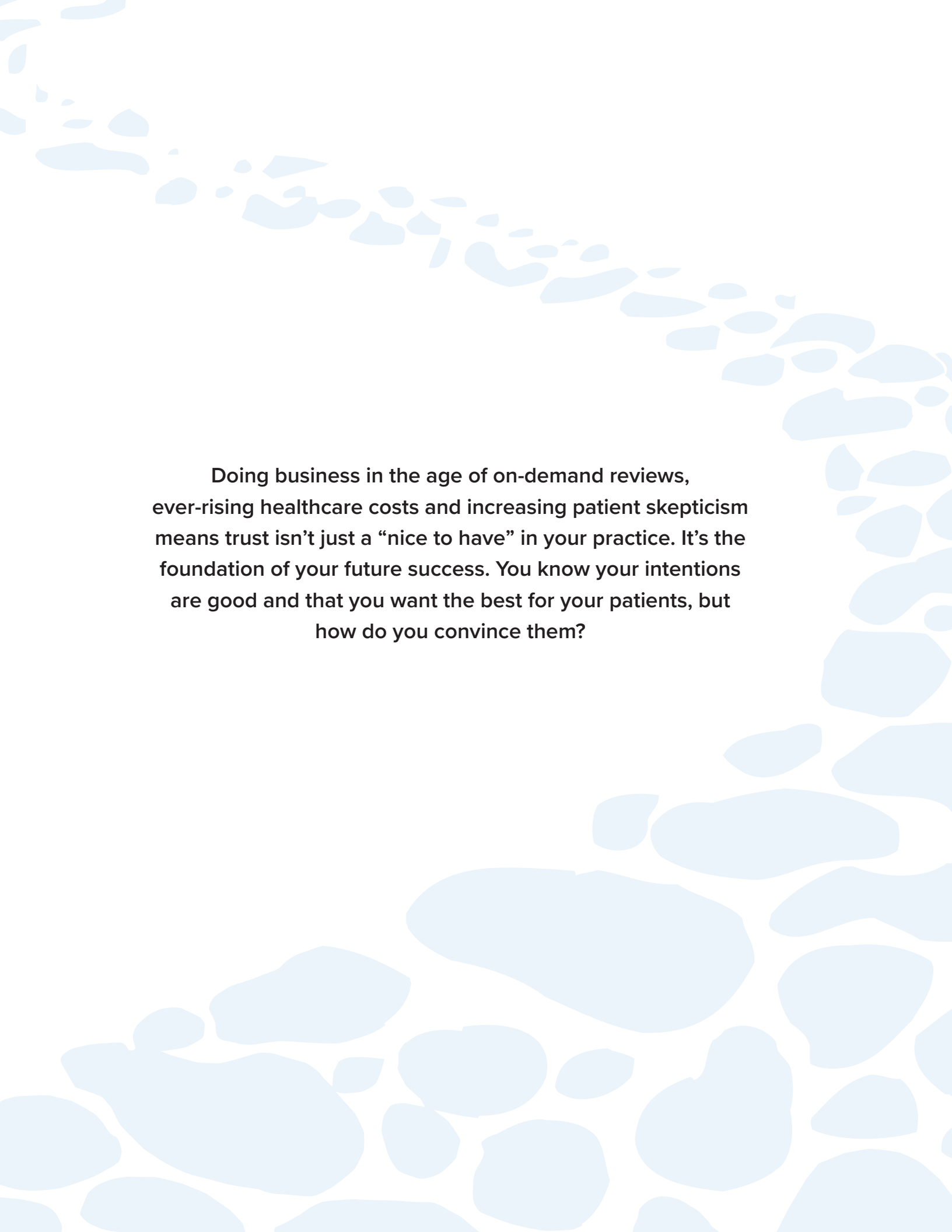
Five stepping stones on the path to **patient trust**

Actionable steps you can start taking today to lead patients back to your door again and again




PATTERSON[®]
DENTAL

Software
Solutions



Doing business in the age of on-demand reviews, ever-rising healthcare costs and increasing patient skepticism means trust isn't just a "nice to have" in your practice. It's the foundation of your future success. You know your intentions are good and that you want the best for your patients, but how do you convince them?

Contents

- 01** Let them see
- 02** Be upfront with \$ talk
- 03** Speak their language
- 04** Reduce the wait
- 05** Personalize



Step 1

Let them see

We've all heard this one: A picture is worth 1,000 words. When it comes to explaining to a patient what's happening in their mouth, that number goes up even further. Patients are more likely to trust what you're saying and accept your proposed treatment when they can see for themselves.

Tools like Pearl help you educate your patients with color-coded images, tooth maps, and clear visuals. Imagine being able to explain conditions without overwhelming jargon. It's a game changer!

Quick step:

Start adding visuals to one case per day.





Step 2

Be upfront with \$ talk

Money. It's the elephant in the room. Ease the tension and put patients at ease by initiating the conversation and providing options from the get-go. After all, money-related concerns are one of the top reasons patients delay or reject care.

Tools like Real-time Eligibility and CarePay+ allow you to check coverage instantly and offer affordable financing options. This shows patients you care about them, increasing their trust.

Quick step:

Choose a day to discuss cost expectations before treatment begins. Even if it's just a ballpark range, calling out "the elephant" is an excellent way to set anxiousness aside.





Step 3

Speak their language

Have you ever tried to follow along with a mechanic or an IT person as they try to tell you what you need? By about the third unfamiliar word, did your eyes glaze over? Keeping your language simple helps patients feel like you're on the same team.

Patients may nod, but that doesn't mean they understand. Swap clinical terms for plain language, pause to check for questions, and avoid information overload. Watch for that glaze in the eyes!

Quick step:

Replace one technical term with a simpler one in every patient conversation this week. Brainstorm with teammates for effective swaps.





Step 4

Reduce the wait

Long waits chip away at patient trust. Running an efficient, friendly office says you value their time and you're in control of your own.

Tools like Bola AI and DoseSpot can streamline charting and prescribing so you're more present with patients, more efficient behind the scenes, and more likely to be running on time.

Quick step:

Audit patient flow this week to identify where time could be saved or used better.





Step 5

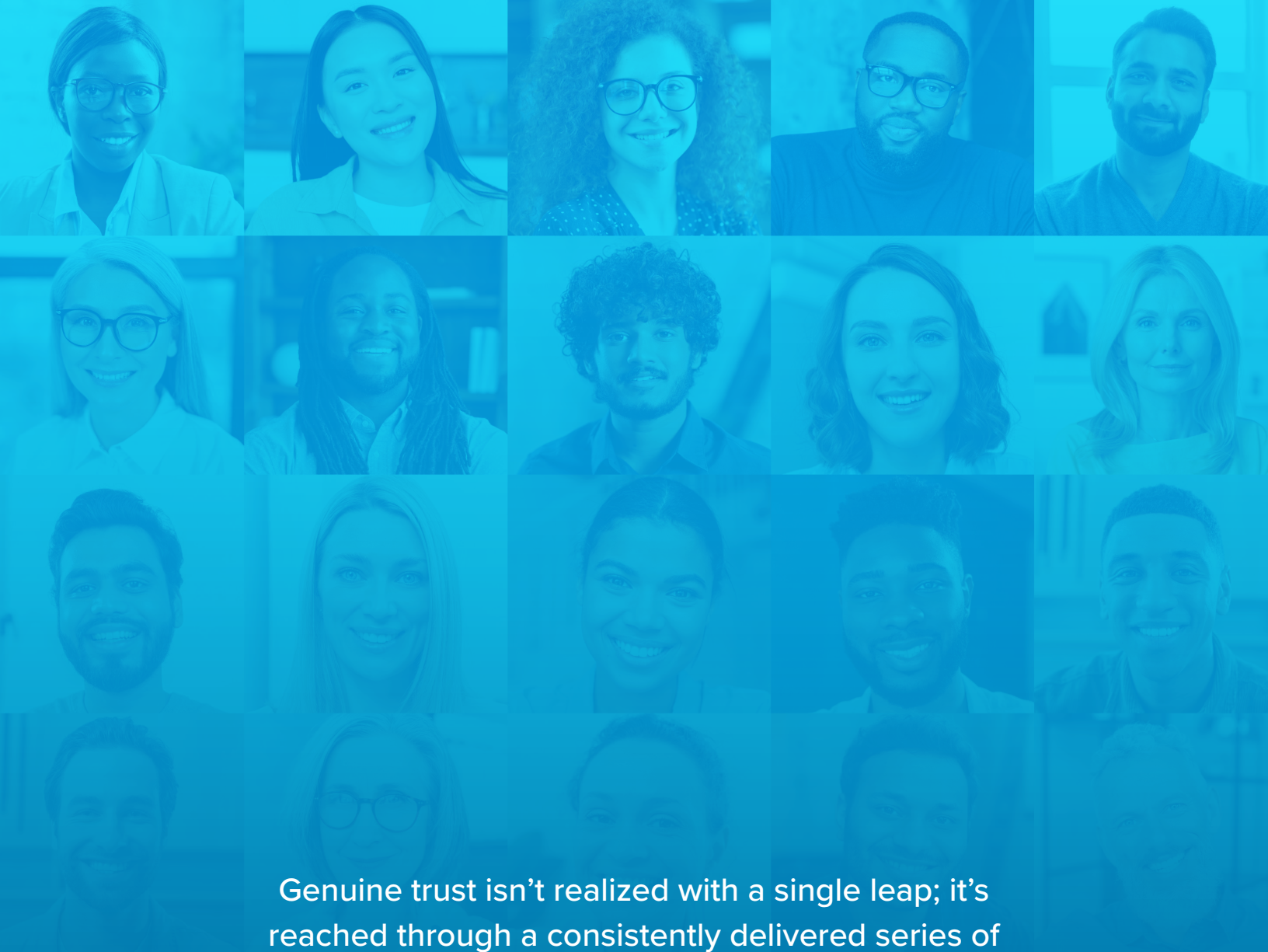
Personalize

How good does it feel when you enter a business and they know you? Small things like remembering their name, asking about a family member by name, or noting a fear of needles go a long way in building that feeling that your practice is “home.”

Quick step:

Add one personalized note to each chart this week that can be referenced at the next visit. It may take time for these results to show up, but when they do, the good feelings will soar.





Genuine trust isn't realized with a single leap; it's reached through a consistently delivered series of small moments and thoughtful steps. This week is the perfect time to get on the path.

Learn more about the eServices mentioned
pattersondental.com/software/eaglesoft/patient-trust



Software
Solutions