

# Success Strategies:

## Key Questions That Helps Increase Case Acceptance



Featuring **Debra Nash**, Dental Consultant

There are **six steps** that help increase case acceptance and key questions to ask every patient, every time.

### 1. Create Awareness and Understanding

To understand what patients know about their dental health and how they feel about it, ask:

*“What has inspired you to pursue dental care at this time?”*

### 2. Create Emotional Connection

To understand the patient’s oral health goals, ask:

*“What would make you happy with your oral health and appearance?”*

### 3. Create Value and Trust

To gain permission to share the treatment plan instead of telling them what they “need,” ask:

*“May I share with you some information that may help you make a decision on your treatment and oral health?”*

### 4. Create Financial Comfort

To address cost before it can become a concern, ask:

*“Many of our patients prefer to pay over time. Do you have a CareCredit credit card?”*

### 5. Create Readiness

To proactively address patient questions – spoken and unspoken, ask:

*“Is there anything preventing you from scheduling care today?”*

### 6. Create Commitment

To make it easy for patients to commit to care, give specific options and ask:

*“Would Wednesday or Friday work best for you?”*

When you create a process flow that guides the conversation by asking the right questions along the way, you may empower more patients to move forward with your treatment recommendations.

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