



## 5 Star Patient Care Checklist

What's Your Patient Care Score?

In the 7 years we've worked with dental offices throughout North America, one key truth has been proven time and time again... **patient attrition** is one of the top three challenges that dental practices of all size face today. Patient turnover leads to lost profits, low team moral and in many cases, business failure. Yet retaining great clients who then become evangelists of your service within your community is not that difficult when you have the right systems in place and the team culture to support it.



To aid you in your quest to combat patient attrition and create a 5 Star Patient Care experience, we've provided you with the following checklist to assess your Patient Care systems as they are now and discover your "Patient Care Score."

1- Personal Attention

- You are empowering your employees to create long-term relationship with your patients?
- You are creating a culture of exceptional patient care through personal attention.

2- **Punctuality**

- There is a clear message of “indifference” that flows when people frequently experience long wait times.
- Your administrative team avoids delays by avoiding overbooking.
- You and your staff are honest with the patient as soon as you know there will be a wait time.

3- **Professionalism**

- Your workplace attire may not include wearing a suit and tie, but you are still a professional. Your appearance should always be neat and clean.
- You take ownership of your mistakes and do your best to correct them.

4- **Be a team player**

- You believe one person's success reflects well on everyone in his or her workplace.
- You believe the true definition of a leader is someone helping someone else climb higher up the ladder.

5- **Patient Communication**

- I understand effective communication increases the patient acceptance of treatment and of our skills, thus improving our patient care process.
- Our staff works to improve patient retention by conducting follow-up surveys and asking about their experience during the visit.

Yes, there are many reasons patients move on – a change in their insurance provider, a move to another town or someone they know becomes a dentist or hygienist. But studies show that loyal “raving fan” patients stay where they feel appreciated, cared for and receive exceptional service. Better yet, they become happy ambassadors who send you referrals from their personal network.

If you sense there are areas you can improve or are wondering how your patient care program can be enhanced, we invite you to take our [Rock Your Dental Biz Quiz](#). When you take the quiz you will discover the areas in which you are rockin’ your practice as well as the areas where you can improve to take your practice to the next level.

Your future success is determined by the steps you take today – that’s where we want to help.

***Your 5 Star Patient Care Rating could be the tipping point to  
your bottom line success.***