

EP. 42 How to Convert an Emergency Patient into Hygiene

The perception is that an emergency patient only comes in when something is hurting. It's our obligation to create value to convert them into a hygiene appointment.

Tips to use to covert emergency patients into patients of record:

- Be intentional in the things you say. Assume that they are going to come back for a hygiene visit.
- Educate them in a way that relates to them as to why it's important. If they are in the situation that they only come in when they are in pain, then you have to dig deeper to find out why. Are they scared? Is it not valuable to them? Are they uneducated? Is money a concern?
- Stop assuming it's money! Often times money is secondary to another objection.
- Overcome their objection. If it's fear, what can you offer to help them overcome that fear?
- Introduce your hygienists to the patient so they can put a face with a name and start to build a relationship with the hygienist.
- Make the invitation. Don't ask! Say, "let's go ahead and reserve time in our hygiene schedule."
- Explain how preventative treatment will save them more money than coming in only when they are in pain.
- Patients are more motivated by sense of loss than gain. What do they stand to lose by not coming in frequently for hygiene visits?

It is our obligation to overcome our patient's objections, whether it's fear, money, time, or lack of knowledge. Dig deeper and listen to identify and overcome this objection. Do you have a good conversion rate into hygiene? If not, re-evaluate the verbiage your staff is using and get a plan to increase those conversion rates. Get your hygienists involved with this!