

TYPES AND APPLICATIONS OF DENTAL COMPLIMENTS

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ANNOTATION

A compliment can be a powerful thing. As a dentist, you probably receive compliments all the time. Patients tell you how wonderful your office is, how the treatment was less painful than they expected, or how much they like your staff and appreciate you as their doctor.

While it's great to hear these things, if they reach your ears only, they lose their power and turn into missed opportunities. How? If someone else could hear how great your practice is, they would probably call your office for an appointment. So, how do you use the power of those compliments to turn patient praise into new-patient calls? Simple. Anytime you receive a compliment from a patient, ask the person to leave a review.

How to get them to actually carry through

Of course, getting patients to agree to do a review is the first step. If you want the actual reviews, patients must get on their computer or cell phone and post it. While they may be well-intentioned about doing this while they're in your office, once they leave patients often forget. So, how do you increase the chances of someone actually posting a review? We have a simple solution: create a review card.

Design a cute little card that says that you appreciate patients for leaving a review, then share four steps about how to do it. Google currently offers the best platform for online reviews. When your patients say they'll be happy to write a review, thank them and hand them the card with instructions for writing Google reviews. Many of our clients have found that reviews come in approximately three

days later. Why is this? That's when patients find the card in their pocket, car seat, purse, or wherever they put it when they left your office. It's a great reminder of their promise to you to leave a review. Not everyone follows through of course, but the percentage is much higher with the reminder card in hand.

Remember, the power of a compliment is all in how you respond. Always say thank you, never take the compliment for granted, and ask for a review with a card ready to hand to them.

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Orthodontic services

Orthodontic services help improve the alignment of the teeth and jaw. Patients who have an overbite, underbite, crossbite, or misaligned teeth may require or seek out orthodontic services to help correct such issues. Examples of orthodontic services include the use of braces, palate expanders, fixed-space maintainers, retainers, headgear, clear aligners, and other specialized dental treatments to improve the alignment of one's teeth and bite over time.

Diagnostic and preventative dental services

General dentists often provide a wide variety of diagnostic and preventative dental services. This category of dental services is geared towards preserving oral health and avoiding the occurrence of dental issues such as cavities, gum disease, and enamel wear through preventative treatments. Examples of some of the most vital types of diagnostic and preventative services to provide at your practice include X-rays, sealants and fluoride treatments, and of course, routine cleanings and oral exams.

Prosthodontic services

Prosthodontic services regard the restoration and replacement of missing or damaged teeth. Prosthodontic specialists design, manufacture, and fit artificial

replacements for missing or damaged teeth and other areas of the mouth. In doing so, they help restore functionality and a natural appearance to one's mouth. Examples of prosthodontic services may include installing dental implants, bridges, dentures, or providing reconstructive surgery. In addition, prosthodontists are also often highly trained in providing cosmetic services such as crowns and veneers.

Aside from general cleaning and oral examination, there are many different services that dental practices can provide—from cosmetic dentistry to pediatric dental services. If you're looking to make your dental practice more profitable and attract more customers, a great way to do so is by increasing the number of services you offer. Due to the convenience of being able to receive multiple treatments at one office rather than going to several different practices, offering a wide variety of services can help attract more customers and distinguish your practice from the competition. Essentially, the more ways you can serve your patients, the more successful your practice will likely become. These are some of the many different types of dental services that you should consider incorporating into your practice.

Cosmetic dentistry services

Cosmetic dentistry services are increasing in popularity and, as a result, provide a great opportunity for dental practices to grow their customer base. One of the most common cosmetic dentistry procedures is teeth whitening or "teeth bleaching" which is sought by people looking to brighten their smile and reduce the appearance of stains or discoloration. Examples of other common cosmetic dentistry procedures include dental implants, dental crowns, teeth shaping, tooth bonding. Dental veneers are another popular option—this is when a dentist cements a thin shell to the front of a patient's teeth to improve their appearance.

Endodontic procedures

Endodontic procedures refer to painless root canal therapy. Typically, when the interior of a patient's tooth becomes infected, damaged, or diseased, general dentists will refer them to an endodontist. The endodontist will then be able to

diagnose and treat the issues with the tooth's sensitive interior, performing root canals when necessary. By offering such specialized endodontic procedures at your own practice, however, you can avoid outsourcing such services and expand your customer base.

Pediatric dental services

If there are a lot of young people in the area that your practice serves, it could be beneficial to have a pediatric dental specialist on-staff. The dental equivalent of pediatricians, pediatric dentists have specialized skill sets tailored toward caring for the oral health of children. They help provide specialized care for infants through teens.

Examples of services that pediatric dental specialists offer include cleanings, exams, cavity fillings, and other routine care services tailored to the unique needs of children. In addition, they also specialize in monitoring the development of a child's teeth and diagnosing oral conditions related to childhood diseases and conditions. While many general dentists also provide treatment to children, parents typically favor pediatric dental specialists, as they have the age-specific knowledge and kid-friendly practices to provide the best service possible for their kids.

Periodontal treatments

Another valuable type of dental service to offer at your practice is periodontal treatments. Such services include preventing, diagnosing, and treating diseases and conditions that impact the teeth's supporting structures. Examples of supporting tissues include the gingiva, alveolar bone, periodontal ligament, and cementum. One of the main services that they provide is the treatment of gum disease, in both early and late stages, which may require surgery such as gum grafts or pocket reduction procedures. For patients with severe gum disease or medical histories which may complicate minor gum diseases, the services of a periodontal dental specialist are likely necessary.

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