



# Patient Experience

WITH

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## The Patient Experience

### Positive Emotional Experience: Seeing things from the patient’s point of view

**The Best Healthcare = Access to care patients expect and deserve + Respect + Clear Communication**

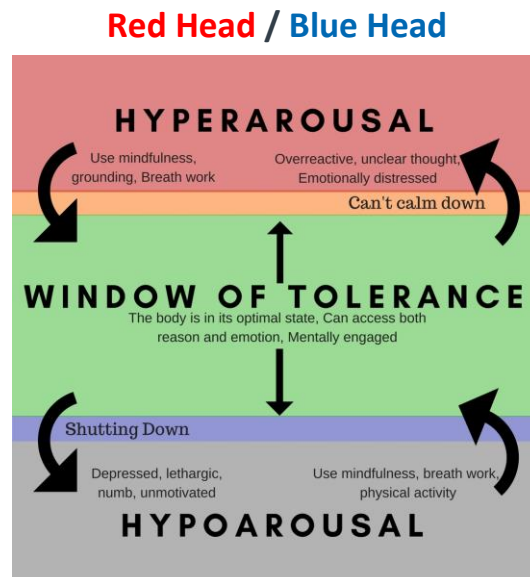
You need to experience what your patient experiences. See your office as your patient sees it, they notice everything, especially children, they are the most attentive and will report everything back to you.

### Defining the Patient Experience

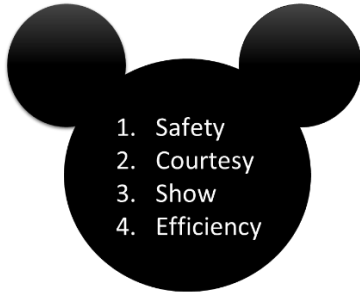
Truly understanding what defines excellent patient experience is key to success in your practice. You need to get outside of your comfort zone, but must do it in a FOCUSED way, with clear goals, a plan to reach those goals, and a way to monitor progress. You need to also find a way to maintain motivation. Our goal is to always provide a POSITIVE EMOTIONAL EXPERIENCE every single visit.

**Feedback is how you grow. Feedback from yourself and others is necessary.**

**You don’t have to be a genius to achieve extraordinary things.**



## If Disney Ran Your Practice



At Disney it is all about **Guestology**.

Guestology = Demographics and Psychographics.

Demographics: Who your patients are and who they are not.

Psychographics: Things we cannot measure; thoughts, feelings, emotions, stereotypes

## Mistaking Efficiency for Courtesy

Clinical Skills alone keep you in the **65<sup>th</sup> percentile** range of dentists

**COMPETENCE BEFORE CONFIDENCE**

**Human Skills: Your patient's happiness and practice success depend on them**

Becomes more about *problem finding* vs. *problem solving*.

**PRIORITIES: NEVER ASSUME**

Never assume a patient cannot afford a procedure, therefore do not ever judge a book by its cover because one-size does not fit all.

You need to work to build **trust** with your patients and never force an agenda on them. You need to find out why they want a certain treatment. Listen and seek to understand. **Talk with** the patient, **not at them**.

## Talking to Patients

- 1) Why have you come to see me?
- 2) Tell me the story: co-narrate.
- 3) Curate – Distill – Decide – Resolve: the tree that teaches.
  - What are you struggling with most in this moment?
- 4) Have I missed anything?
- 5) Thank you for letting me look after you today.

APPREHENSION, UNCERTAINTY, WAITING,  
EXPECTATION, FEAR OF SURPRISE, DO A  
PATIENT MORE HARM THAN ANY EXERTION.

- FLORENCE NIGHTINGALE -

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## Understandability of the Message

It is incredibly important to treat all your patients as though they are your current patients even if they are a new patient. Everyone should be getting the VIP service. You also need to be sure you are explaining things in simple terms to ensure there is an understandability of the message.

## Being a Dentist isn't stressful at all...is it?



## Recommended Reading:

*If Disney Ran Your Hospital* by Fred Lee is a must read for anyone in healthcare. Disney knows how to make and keep people happy.

*What Patients Say, What Doctors Hear* by Danielle Ofri, MD