

THRIVE EXPERIENCE

Thrive is the STANDARD of Dentistry in Texas

We do **EVERYTHING** in our power to remove dental fear and anxiety.
We go above and beyond to deliver an **OUTSTANDING** dental experience.

Front Area Presentation

01

1. Always have the diffusers going with at least **20 drops** of Peppermint oil. Clean diffusers daily.
2. Keep front desk area extremely tidy and **free from clutter**. No personal items out.
3. Keep entire office extremely clean, tidy, and stocked.



02

Patient walks in

1. Stand up, smile, and greet patient by **name** and say, “*Hi, (Name)! Welcome to Thrive!*”
2. Greet the children – from the youngest to the oldest, ask them their names and ages. Take kids straight to the treasure chest when they arrive.
3. Give patient a New Patient goody bag and tell them the contents of the bag: “*Thank you for choosing Thrive! This is our gift to you. Here is a booklet that Dr. Christine made for you. You get a FREE Thrive Electric Toothbrush! You also get a Gift Card for \$200 Off Zoom Whitening!*”
4. Reassure your patients. Play up your doctor and team: “*You will love Dr. _____ (name) and our team! You are in the best of hands!*” (Always use the **names** of the team and patients).
5. Offer a beverage while they wait: “*Please help yourself to water or coffee.*”

03

RDA

1. Calls patient by **name** – smiles and greets them.
2. Offers to take their purse or jacket to set it on the side chair.
3. Offers blanket, pillow, headphones, sunglasses, and show to watch.
4. Tell them “*Dr. _____ will be here shortly. You will love him/her!*”
5. Find out **one key personal fact** and write it down in upper left box of patient chart.
6. Find out patient's **chief complaint**. Take notes for any questions that the patient has and let the doctor know.
7. RDA tells doctor the patient's **name**, **one key personal fact**, and their **chief complaint**.
8. Have patient watch the **New Patient Welcome Video** and say, “*Here is an important message to you from our owners, Drs. Christine & Nathan Coughlin.*”
9. Have patient's **chart open** for the doctor to see.
10. **Take detailed notes for the doctor** of all that is discussed with the patient throughout the visit. You are the doctor's scribe.



04

Doctor enters

1. Enters room, “Hi, (patient’s name)! It’s so nice to meet you! Thank you for choosing Thrive! We’re going to take amazing care of you!”
2. Doctor repeats what the RDA reported to them: **one key personal fact, chief complaint**
3. Take a couple minutes to get to know the patient as a person and answer their questions. Show empathy, warmth, and confidence.
4. **RDA** - documents all that was discussed by patient and doctor.
5. Doctor presents tx plan - shows the **intra-oral photos**.
6. Doctor plays up tx coordinator, “Our manager, _____ (name), is coming in to help you get the most out of your benefits. You will love her! She’s going to take great care of you.”
7. **RDA** plays **dental educational videos** (Bite Bank) pertaining to any **major dental procedures** planned by doctor. ie) tooth loss, implant, bone graft.

05

Tx Coordinator (see scripts)

Asks patients for reviews and referrals for more discounts and \$100 for every patient they refer.



06

After Treatment

RDA brings patient a warm towel on plate, and says, “Here is a warm, lavender-infused towel to wipe your face.” Don’t just offer it. Bring it.

07

Hand-off

RDA brings patient to the front and **hands off** to check-out team member, addressing the patient by name and telling check-out exactly all that was completed, and what we’re doing at the next visit, and when.

08

Check Out

Thank patient for choosing Thrive.

During check-out, set aside the **New Patient Thank You Card** to send out **same day**.

09

New Patient Visit Follow Up

1. Write a hand-written New Patient Thank You Card to send out that day.
2. Call patient the **next day**: “on behalf of Dr. _____ and our team, thank you so much for joining our Thrive family! We’re so grateful you chose us as your new dental home! We will take amazing care of you! We are always here for you if you need anything.”
3. If patient doesn’t answer, leave a **voicemail** and then follow up with a **text message** saying the same thing.

