

## Converting New Patients

## into Patients of Record

by  
Jodie Pearson

There are two types of new patients. The first are **Word-of-Mouth Patients**. The second are **Media-generated Patients**, or walk-ins, both of which are shoppers.

You must speak differently to these two types of patients. The word-of-mouth patients come to you more committed to making an appointment. The shoppers will need more persuasion.

### Speaking with Word-of-Mouth Patients

Having been recommended by someone who knows and trusts you, the word-of-mouth referral is usually ready to schedule. Cost can be a factor during this conversation but many times, they have already decided to “try” you before picking up the phone. **“Great! We can see you at 10 or 2 today, which is best for you?”** may be the gist of the conversation.

The call that comes in from a marketing effort may take longer to schedule and a certain amount of skill. So many front desk office personnel shy away from using scripts for phone calls and initial patient interactions, but they can be effective. Consider karaoke. Jump on a karaoke stage and try to sing a song you’ve never practiced and you’ll fumble and feel nervous. Go back up there after you have memorized the words and the tune, and you’ve made it your own, and you’re rockin’ it!

A champion of scheduling will ensure that the tone of voice is uplifting (as in happy to hear from the caller), super empathetic, and using appropriate verbal skills.

Simple changes to word choice can mean a big difference in how the caller feels. If you don't recognize the caller as a patient, it is important to make the person feel familiar and welcome.

Consider the difference:

**"When was your last visit to the office?"**

Caller: "Oh, this is my first time."

VS.

**"Have you been here before?"**

Caller: "Uh, yeah, I've been going there for years. My kids, my parents all go there, and I have referred a hundred patients. You don't know who I am?"  
This is an exaggeration, but you get the point.

## Speaking with Media-generated Patients

Having seen an ad or your office sign on the building, a media-generated new patient has only your ad or curb appeal to inform their decision. They can typically be skeptical, fearful, and/or have an emergency. The first question may be, "How much do you charge for a...?" Answering this question can have a negative emotional effect on the caller who thanks you and hangs up. Now they can call around to find the cheapest dentist. Quoting a price can also give them the perfect reason to NOT schedule anywhere!

It's normal for potential patients to investigate prices and compare, but so many team members lose confidence because quoting fees of any kind can result in a noncommittal outcome. Try asking questions. Find out why they called. **"That's a great question Mr. Smith. Do you mind if I ask you a little bit about your tooth?"** The caller perceives this as needed to get a price. Using the most empathic voice, ask, **"Is it keeping you up at night? It is? Oh no. Is it sensitive to hot or cold? Not yet? Hmmmm. Well, I know Dr. T would be very concerned and want to see you as soon as possible. Why don't you come in for a no-charge evaluation today? We won't do anything without your permission. How soon can you be here?"** These choice words, and your tone, have now turned you into the caller's trusted "advisor".

Congratulations! Your new patient has come in and the exam is complete. The financial advisor enters the room and sits in front of the patient. **"Well Mr. Smith, I'm so glad we were able to provide you with a no-charge evaluation today. It appears Dr. T has seen some other areas that he's concerned about so we'll be taking a full set of pictures for you today. The fee is \$ and we'd like to know if you can take care of that on your way out today."** If the patient says he forgot his wallet, take the PA, make your recommendation, and let the patient go, no-charge as promised. If he patient agrees, take the FMX and the rest is history!!



**Jodie Pearson** is the Sr. Account Manager at Trojan Professional Services and member of the Academy of Dental Management Consultants.

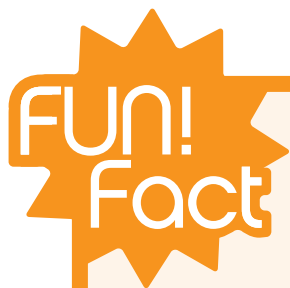
FMI: [jodiep@trojanonline.com](mailto:jodiep@trojanonline.com)



### Check out [trojanonline.com](http://trojanonline.com)

for some of our favorite "classic" Trojan Today articles:

- 9/16 **The Art of Interviewing**  
by Rebecca Boartfield and Tim Twigg
- 9/25 **To Disconnect: Press One To Impress: Connect With All**  
by Daniel A. Bobrow



Remember  
to floss.



**Remember  
to TAKE  
the floss!**

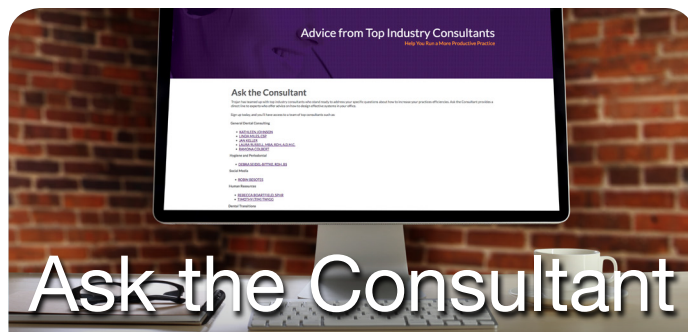
Aside from dental health,  
dental floss is great for  
emergency uses including:

- Lacing up shoes
- Stringing garlands
- Sewing buttons
- Trussing turkeys
- Catching fish
- Tying up hair
- Hanging clothes
- Cutting foods
- Securing bags
- Staking garden plants

## Quote-Worthy

“When the trust account is high,  
communication is easy, instant,  
and effective.”

— Steven R. Covey



## Ask the Consultant

**Q:** Some insurance carriers we are contracted with payout minimally for inhalation of nitrous oxide.

Are there other codes, besides D9230, that we can bill for in order to cover the costs of nitrous?

**A:** Some Medicaid plans and a few other plans reimburse nitrous oxide or cover behavior management D9920 as an alternate benefit. Be sure that you note the medical necessity of the nitrous oxide.

**Q:** I am wondering about nitrous oxide. I know it is not usually covered with most PPO plans but we have a patient that has a condition (Extensive Cavernous Hemangioma of mouth, face, and neck) that prevents her from having any injections for dental work. The only thing she can do is something like a Valium and then nitrous oxide. In a case like that, would it be probable that insurance would pay?

**A:** You are correct, nitrous is not usually a covered benefit with most dental plans. You should include a very detailed narrative explaining the patient's health condition. The patient's medical insurance may cover it.

---

Responses provided by **Kathleen Johnson**,  
President of Kathleen Johnson Consulting.

---



# Service Savvy

## Updating Dentrix

In our ongoing articles, we will continue to review the Trojan Update process for various integrated Practice Management Systems. This month we look at updating **Dentrix** over the web.

Trojan recommends running updates at least once a week for web downloads for any Practice Management System. The time it takes to download and process the updates will vary depending on the update, Internet speed, computer speed, and length of time since last update. Trojan recommends weekly updates to keep download times to a minimum.

### Dentrix Web Updates

1. Double-click the Trojan Communicator icon and then click on **Download Benefit Update Now**, then **Download Now**.
2. The file transfer status screen will show the progress as each file is downloaded. The time remaining is indicated.
3. When the download is complete, you will be prompted with a screen with two options
4. Click **option 1**. Click here to minimize this program. This minimizes the Trojan Communicator program and allows you to update benefits in your Practice Management System.

### Updating in Dentrix

**NOTE: Everyone can still work in Dentrix during the update. While the update is processing, please do not go into Trojan as this may damage the Dentrix Trojan Viewer and Trojan data within Dentrix.**

1. Go into the Dentrix Trojan Update Utility. There should be an icon on your desktop that has a hammer.  
If you do not have the icon on your desktop, go to:
  - **Start Menu**
  - **All Programs**
  - **Dentrix Trojan Viewer 6.0**
  - In this folder, click **Dentrix Trojan Update Utility**.
2. In the Dentrix Trojan Update Utility, select **Database Update**. A message will come up stating to backup the database, click **OK** to the message and proceed to the next step.
3. If you are doing a PPO update, make sure **Insurance Plans** is selected as well as **Also Update Plans In Dentrix**. (If processing a MC update, make sure **Managed Care Plans** is selected.)
4. Where it reads **Install Update From**, type in **C:\TRO** and click **OK** after.  
The update should begin to process. (If processing a MC update, type in **C:\MC**)
5. Once the update is complete, the message **DONE** appears.
6. Click **OK** to the message and close **Dentrix Trojan Update Utility**.
7. Click **Trojan Communicator**, minimized to Windows Task Bar previously, and choose **option #2**.
8. Confirm you processed the update by clicking **Yes**.

The Trojan Communicator will close and the benefit files that downloaded will be purged to free up disk space on your computer. **If you were unable to process the update into Dentrix, do not download again, call Software Support, 800-451-9723 ext 1.**

The entire Benefit Download and Update process is now complete.





## Seminars

**Dental and Medical Insurance Extravaganza**  
*Presented by Christine Taxin and Teresa Duncan*

**OCT 17-18, 2019**

Las Vegas, NV

[Click here for more information](#)

**Dental Assistant National Conference**  
*Presented by Julie Varney*

**OCT 17-19, 2019**

Rosemont, IL

[Click here for more information](#)

Discount code for Trojan clients: **trorocks25**

*Do you know someone  
who could benefit  
from Trojan Today?*

**Forward this email and they can  
sign up for their own subscription.**

No need to be an office manager or practice owner. Trojan Today has articles and information relevant to anyone in the dental industry.

Sign up at:

**[trojanonline.com/trojan-today/sign-up/](http://trojanonline.com/trojan-today/sign-up/)**



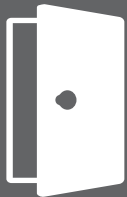
*The highest compliment our  
clients can give is the referral  
to their colleagues and  
friends.*



Insurance  
Verification  
and Collection  
Services.

Receive a gift from Trojan.

Do you know a dental office that wants to be more productive?  
Please contact 800-451-9723 ext. 3



## TROJAN Closing

**SEPTEMBER 2, 2019**  
Labor Day



## What Clients Say

*"We have used Trojan for over 25 years. I was a Dentrix trainer and encouraged the offices to use Trojan. So many offices do not understand the benefits of Trojan. It works seamlessly with Dentrix. Our database is clean and consistent. No duplications and a summary of benefits is at our fingertips. Our next journey is to use the Insurance Eligibility. Thank you Trojan for your service!"*

— Debbie A.



<http://bit.ly/FBTrojan>



<http://bit.ly/TrojanYT>



<http://bit.ly/TPSLinkedIn>



<http://bit.ly/TrojanInstagram>



*Accelerating dental practices to excellence by providing services  
that increase case acceptance, production, and collections.*

TROJAN PROFESSIONAL SERVICES

**TROJAN TODAY** PHONE: 1-800-451-9723 • E-MAIL: [nikkim@trojanonline.com](mailto:nikkim@trojanonline.com) • [www.trojanonline.com](http://www.trojanonline.com) • Published monthly by Trojan Professional Services, Inc., P.O. Box 1270, Los Alamitos, CA 90720 and distributed to members of the dental profession. Statements of opinion in **TROJAN TODAY** do not necessarily reflect the opinions of Trojan Professional Services, Inc. or the Editor. Neither Trojan Professional Services, Inc., Trojan Today, its Editor or staff assume any liability in connection with the use or implementation of any policies or procedures discussed in this newsletter. Trojan Today is distributed as a newsletter and with the understanding that neither the publisher, the Editor or the staff is rendering professional or legal services of any kind. If legal or professional advice of any other kind is required in connection with topics discussed in this newsletter, competent advice should be sought.

**PRESIDENT:** Ingrid Kidd Goldfarb • **EDITOR:** Romalyn Tilghman • **PUBLICATION COORDINATION:** Nikki Myers • **GRAPHIC DESIGN & PRODUCTION:** Moller Creative Group

Copyright ©2019, Trojan Professional Services, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form without permission.