

Tips to Increase Case Acceptance

1 Use Layman's Terms

Patients very likely don't understand dental jargon, so always use language that they will understand to avoid confusing and overwhelming them.

2 Use the Permission Statement

The Permission Statement is a means of getting your patients input and making them feel involved when you are presenting their case. You can use phrases like *"Do I have your permission to identify every area of concern in your mouth?"*

3 Give Your Patients Full Control

Give your patients the choice and control to make decisions without making their treatment options sound like an ultimatum. Take care to not communicate that it is an all or nothing situation.

4 Understand That Case Presentation Is Never One-Size-Fits-All

Each patient's case is different therefore, how you approach the case presentation has to be tailored to the specific patient as well.

5 Remember The Platinum Rule

Treat patients the way they would like to be treated, not the way you would like to be treated.