



WHO CHANGES YOUR OIL?



I just read an article from a leading automotive consultant, [Katie Mares](#), who recently informed thousands of automotive dealerships that she goes to Mr. Lube for her oil changes.

Why?

Consistent service. Always greeted with a smile. In and out in 20 minutes, and a free bottle of water.

They know her name. They know her vehicle details, and they know when she was there last.

They even text her when it is time to come in, estimating her mileage.

She just told some of the biggest and most profitable automotive dealers that they are losing business to quick-change services like this because they do not have a consistent contact system, they do not have a simple client-forward process, people are not always greeted with a smile, and they do have to wait too long for an oil change.

The same challenges are found in dental offices. Mostly for hygiene appointments.

This may shock you: I go to an independent dental hygienist for my 3X per year preventive appointments.

Why?

She offers a remarkably simple and easy-to-use appointment system. It's all done by text. I love text!

She offers same-week appointments and can be available on short notice.

She charges more than my previous dental office did, but it is a fast, friendly experience for me.

Note that the front desk telephone experience does not occur – no danger of an unpleasant experience there.

In short - it is highly convenient for me.

It is not about money.

It is about **process, ease of access, and convenience.**



Katie Mares
Author -
CustomHER Experience



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That is what your patients want.

When they call your office and get put on hold, they get frustrated.

When patients call your office hoping to book a cleaning before a special event, only to be told there's a 2-3 month wait, they become frustrated and disappointed.

That is how patient attrition begins.

It's a recipe for disaster: Poor phone etiquette, uninviting in-person front desk experiences, inconsistent customer service (staff turnover), and lengthy waiting times.

Cost is not the problem. Stop blaming fee guides and insurance for your patient losses. Most patients are not that concerned about the fees you charge. Especially for their dental hygiene appointments which are typically covered by insurance.

Compare your service to a hair salon. Many women spend over \$2,500 each year for color, cut/bang trims, and styling. 100% UN-insured!

The average adult in Canada spends less than \$1000 per year in the dental office – and the vast majority of that spend is insured!

So, stop fretting about patients that do complain – it's a disguise for their dental anxiety – not the money.

Great service in any business is about a friendly reception and a consistent process that respects their time while lubricating (sorry for that pun!) the ease of access to dental care.

When your hygienists are booked up 3-4 months in advance, that is not a bragging point.

That is a problem. And it needs to be addressed.

Yes, there is a labor shortage, but there are hygienists out there looking for work.

Don't hide behind the excuse that Covid caused thousands of Canadian hygienists to resign.

Hygiene schools are still graduating students, and these new professionals can be trained, mentored, and introduced to high-touch patient-centered care.

The high-touch practices consistently land in the top 20% in terms of profitability.

And yes, they achieve the highest sale prices.

Another leading indicator of these successful practices? Their Google reviews.

I love my dentist.

He is a wonderful man.

I gave him 5 stars.

But when I tried to book a hygiene appointment, the next available spot was months away.

So, I texted the independent hygienist, and she saw me that week

And get this: she came to my resort and set up her equipment right there.

It is very convenient for me, just as it would be for nearly all of your patients.

Lubricate the wheels of your system and speed up delivery time.

Know that your patients are attracted to services that are fast and convenient.

Amazon is a perfect example of immediate stimulation. Dental practices are not known for this.

Don't believe me – survey your patients. I can help you create an email survey (using Survey Monkey) if you want to know what they are really thinking.

TEXT me @ (416) 520-7420 for a FREE estimate of the fair market value of your practice.

Refer a friend and BOTH of you will receive a **REVERSE Tariff** professional courtesy up to \$1,500 for your ROI Appraisals. A total savings of \$3,000.

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