

The Patient Profile System

The Patient Profile System was created to simplify the consultation process. Based on the emotional hot buttons, or motivating factors described in the section on patient psychology, the profile system outlines the questions, benefits and visual aids to use for the most effective presentation to patients concerned about: esthetics, health/function and cost.

Each profile follows the same outline:

1. Once the primary concern has been established, there are probing questions to ask, based on the patients' primary concern that further clarify concerns, goals, etc.
2. There is a list of benefits of implants that related to the primary concern of that profile
3. The most effective visual aids to use during the consultation for patients in that profile are also listed
4. A "closing tip" is included to assist in overcoming the cost obstacle.

The profiles should be reviewed thoroughly so that you and your staff can become familiar enough with them to be comfortable using them in consultations. Ideally they will become “quick reference sheets” to imply prompt you during consultations.

ESTHETICS PROFILE

Primary Concern: Appearance of final restoration and overall smile or face (determined by asking:
What is your primary concern about missing teeth/tooth replacement?)

Questions to Ask: How do you feel about the appearance of your teeth/smile now?

Specifically, what would you like to improve about the appearance; of your teeth/smile/face?

What are your long-term goals for the health and appearance of your teeth/smile?

What are your expectations of the final outcome of treatment?

How important is the final esthetic result? Short term? Long term?

Focus Benefits:

Look, feel, function of natural teeth

Long-term esthetics are better due to bone preservation
(particularly anterior cases)

Long-term esthetics are better if adjacent teeth are not affected
(margins, recessions)

If fully edentulous or partially edentulous posterior: resolves facial structure
collapse and visible, premature aging

Visual Aids: Photo and plaster model of bony defect (anterior)

Photos of facial structure: collapse, lost lip support

X-rays and plaster model of resorbed ridge (fully edentulous or posterior partially edentulous)

Photo of conventional bridge prep (cut down abutment teeth)

Consultation flip chart containing photos of the consequences of missing teeth

Closing Tip: Every other treatment option is a short-term solution that will require additional, more costly treatment later to achieve the level of esthetics desired

HEALTH / FUNCTION PROFILE

Primary Concern: Health of teeth and/or overall health, function/fit/comfort of existing bridge, partial, denture (determined by asking: What is your primary concern about missing teeth/tooth replacement?)

Questions to Ask: How do you feel about the condition/health of your teeth now?

What are your specific concerns about your oral health? -or What are your specific concerns about the function of your partial/denture?

Specifically, what would you like to improve about the condition or health of your teeth (or function of your partial)?

What are your long-term goals for your oral health?

In addition to problems with proper function, many of our patients with partials/dentures have expressed concern about (mention problems that patient did not mention)

Have you experienced similar concerns?' Tell me more about that.

Focus Benefits: Feel and function like natural teeth - the entire tooth is replaced including the root, providing stable foundation

None of the remaining/adjacent teeth are compromised - tooth structure that cannot be replaced is not destroyed in the process

Bone deterioration (cause of functional problems) is virtually stopped, improving fit and function

Confidence in new stability/secure feeling

Maintains integrity of facial structures

Visual Aids: Photos, x-rays and plaster models of resorbed ridge, bit collapse
Photo of conventional bridge prep (cut down abutment teeth)
Models of implant-supported bridge and over-denture
Photos of facial structure collapse

Closing Tip: With other treatment options, the facial structures continue to deteriorate, making the problem progressively worse and requiring additional, more extensive treatment to improve/solve situation

COST / MONEY PROFILE

Primary Concern: Desires most affordable/least costly treatment option (determined by asking:
What is your primary concern about missing teeth/tooth replacement?)

Questions to Ask: How do you feel about the health and appearance of your teeth/smile?

How important are the health and appearance of your teeth/smile?

Specifically, what would you like to improve about the health and appearance of your teeth/smile?

What are your long-term goals for the health and appearance of your teeth/smile?

Is it more important for you to have the lowest short-term cost or the lowest long-term cost?

What aspects of your health and appearance are you willing to compromise in order to have the lowest possible cost?

Focus Benefits: Longer term benefits of implants may provide the lowest cost in the long run - no additional bone loss, no compromised teeth

The only treatment that replaces teeth and preserves bone - other options only solve part of the problem

Maintains the integrity of facial structures

Visual Aids: Photos of facial structure collapse

Photos, x-rays, plaster models of resorbed ridge, bony defect, bite collapse

Photo of conventional bridge prep (cut down abutment teeth)

Models with partial, complete set of dentures and models with implant-supported bridge and over-denture

Closing Tip: Determine long-term vs. short-term issue with cost first - focus on the costs over time with other treatment options - add the emotional and biological costs. Additional, extensive, costly treatment in the future is inevitable if there is a compromise to save money short-term.