



# BusinessBite

*Practice Management Information for Implant Dentists*

## **Dental Implants: Creating Patient Value**

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Friends, we all know dentistry is a business. However, why are we often afraid of creating value in the services we provide, specifically dental implants? Most individuals buy a product or service because either they or somebody else has created a value in it. Of course, other people may buy on impulse or simply have the monetary means of which no need to justify a product or service's value is needed. This is not often the case in most patients, even if monetary costs are not a concern.

So, how do we create value in dental implants? First off, most patients could care less about what an implant looks like, what color it is, how it functions, or the fact that it will even replace a missing tooth. Why? Because cost is one of the things that most people immediately associate with when it comes to dental implants. How many times have you heard from your patients, "Dental implants, they're EXPENSIVE, I don't want those."

The only way you're going to change the way your patients think about dental implants is to create value. We need to divert the discussion away from cost, and more towards emotion. Instead of talking on and on about why the patient needs to replace a tooth, discuss with them WHAT the implant will ALLOW them to do!!! This is your chance to create the emotional tie needed between the dental implant and the patient. Once this is done, the rest is quite simple. Even if a patient still chooses not to proceed with implant treatment, there is a high probability that they will seek such treatment in the future. They now know what they want, and they're willing to save up for it, much like a vacation or season tickets to football games. The difference now, is that the dental implant treatment will eventually be more valued and desired than something else on an individual's "want" list. How many patients do you know of that have regretted investing in dental implants? Not many I bet. Why? Because the implant is doing what the patient emotionally envisioned it would!

Let me give you an example: When you go to purchase that new \$500 golf club, you don't really think about the technology as the major reason to buy it, do you? Of course NOT!!! If you're honest with yourself, you picture yourself standing on the 1<sup>st</sup> tee of your favorite golf course and blasting a drive 300 yards right down the center of the fairway. Then, you'll use the fact that it's better technology to reassure yourself that you've made the "Right" decision to buy the club. You've CREATED VALUE in that golf club, even though you've likely not even hit a single ball with it. But, a simple word from the sales clerk, and you're walking out the door with that brand new club. Dental implants are the same way. Here's how I do it in my office:

*When Mr. or Mrs. X comes into my office missing multiple teeth, there is a very high chance that they're not eating and enjoying the foods they once did. This fact needs to be used to your advantage. The difference between buying a \$500 golf club and a dental implant is that we're certain that most of the time (95-96% of the time) the dental implants WILL do what the patient needs!!! The discussion with the patient should involve a direct question to the patient, which will allow them to make an emotional connection to the dental implant. It should involve questions such as, "Mr. X, wouldn't it be great to be able to eat the foods you enjoy? Wouldn't it be terrific to enjoy a holiday meal with your family?" Ahhhhh !!!! Now the patient can associate a VALUE with the product. In this case, enjoying Thanksgiving dinner with their family. They now know that dental implants CAN and WILL allow them to do this!! Your patient is now thinking about eating that great meal, enjoying family picnics and holidays, re-capturing the pleasures that are currently eluding them. Since you've created a value in what implants can do, it's simply a matter of a little encouragement. The cost of the implant now becomes less important. Why? Because now the patient is thinking about all the good times they'll have enjoying food and drink with family and friends. Perhaps the reason most people in your practice haven't chosen dental implants as a treatment option is because YOU haven't created the VALUE in dental implants.*

Friend, I'd like to challenge you today to start creating value in dental implants, and all of the services you provide for your patients. I believe that if you follow some of these simple techniques, you'll start having more patients accepting dental implant treatment, and you'll be performing the type of dentistry you've dreamed of.

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