



Tracking Unscheduled Airway Patients in Your Dental Practice

How much revenue is your dental practice missing out on due to unscheduled treatment plans? Don't let your patients fall through the cracks!

Luckily, these three recommendations from Vivos Practice Advisory Services can help you improve your approach:

1. Establish the value of treatment.

There was a reason why a patient decided not to follow through with treatment. Maybe they're concerned about the length of treatment time or costs associated with treatment. Perhaps the team didn't spend enough time educating them on the importance of treatment. Regardless of the reason, take your time following up with your patients as another chance to establish trust and ensure they see the value of the proposed treatment. Take the time to review treatment planning notes, images, and your findings like you did during an initial consultation before following up.

2. Reiterate your concerns.

You likely spent time explaining the consequences of not seeking treatment. Demonstrate that same level of urgency in the follow-up by letting them know you are concerned for their health. Utilize visuals as you inform them, such as the presentation kit and appliance demo technology.

3. Track and follow up.

If it isn't written, it isn't real. Ensuring that patients know you're serious about their health and the foreseeable worsening of their symptoms will increase your chances of rescheduling them. What is your current protocol for getting in touch with patients? Do you call, text, email, or send a letter signed by the doctor?

Following up with the 2-2-2 approach is one of the best ways to boost patient response:

- **AFTER TWO DAYS**
call, leave a voicemail, and text.
- **AFTER TWO WEEKS**
call, leave a voicemail, and text.
- **AFTER TWO MONTHS**
call, leave a voicemail, text, and send them a letter.

Make sure every form of contact you have with your patients has a call to action, such as a clear statement that ties your concerns to their complaints and urges the patient to contact you by a certain date. You could also attach a QR code to the patient educational video on the letter or via email, allowing the patient to rewatch why they may be suffering from certain symptoms and where it all started. It could be the push the patient needs to prioritize their well-being.

**USE IT
OR LOSE IT**

USE your dental insurance benefits
before Dec 31st or you LOSE them!



Are you still unsure about how to get started with reengaging your patients? Reach out to your Practice Advisor for support. Let us help you make this world a better place and positively impact your patients. We're here for you!