

Anatomy of a Patient-Centered Practice

Patient Experience Design





Anatomy of a Patient-Centered Practice: Policy Inventory

A complete list of policies to be formalized into a practice manual to coordinate team effort

Patient Experience Design

- Hours and Appointment Inventory
- Scheduling Policies
- Staffing Benchmarks
- Marketing Communications
- Phone Procedure
- Reception Procedure
- Policies for payment (full team)
- Policies for Clinical Documentation
 - Entering Treatment
 - Noting Payment Arrangements
 - Personal Patient Notes
- First Visit Process
- Recall Visit Process
- Treatment Visit Process
- Policy and scripting for Complaints
- Policy and scripting for Collections

Team

- Hiring and Interview Procedures
- Role Descriptions and Expectations
- Procedure Benchmarks
- Production Goals
- Feedback loop:
 - Mentoring
 - Training Materials
 - Reviews Rubric and Schedule
 - Compensation Plan
 - Incentives

Practice Governance: Communicating Policy

- Bottom-up Framework
- Table of Organization
- Mentoring and Training Reporting

Business Intelligence and Reporting

- Auditing and Enforcing Policies for entering treatment and payment
- Spreadsheet Design/Dentrix/Curve reporting
- Choosing Meaningful KPIs
- Daily report email
- Weekly Meeting Protocol
 - Standing agenda
 - Deliverables
- Monthly Meeting: Owners/managers
 - Standing agenda
 - Deliverables
- Quarterly/Biannual Policy Review
 - Agenda

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Growth Mindset Team Culture

Awareness of the Four Patient Fears

Patient Rapport and Empathic Connection

Treatment Planning for the Treatment Year

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Growth Mindset Team Culture: Supported, Empowered, Engaged

Patient-Focused Structure: Patients supported and served by the Team, Team supported and served by Managers, Managers supported and served by Owners.

Patient Experience Design, 4Blocks and Training Materials Supply Clear Expectations, Guidance, and Growth Opportunities.

Feedback Loop: Growth mindset enabled by communications structure and regular reviews

Awareness of the Four Patient Fears

Each person's role in the Patient Experience Design is understood intuitively, and the Four Fears lens informs how they interpret patient behavior and responses, as well as their own actions.

Patient Rapport and Empathic Connection

In order to achieve the outcomes of the Patient Experience Design, all interactions with other people must be empathic and effective. For clinical staff, an empathic connection must be established in order to receive reliable feedback and uncover the cause of barriers to treatment acceptance.

Treatment Planning for the Treatment Year

Everyone from the front desk to the doctors understands that care costs money, and that without some creative problem solving on our part to help them afford it, patients won't get the care they need. By combining same-day treatments and stabilizing situations where full restorative can't be immediately afforded, we help the patient see their care as an ongoing care project that ends with optimal oral health.