

# Anatomy of a Patient-Centered Practice

## Four Fears





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Patient Experience Design

## The 4 Fears Your Patients Want You To Manage

COST

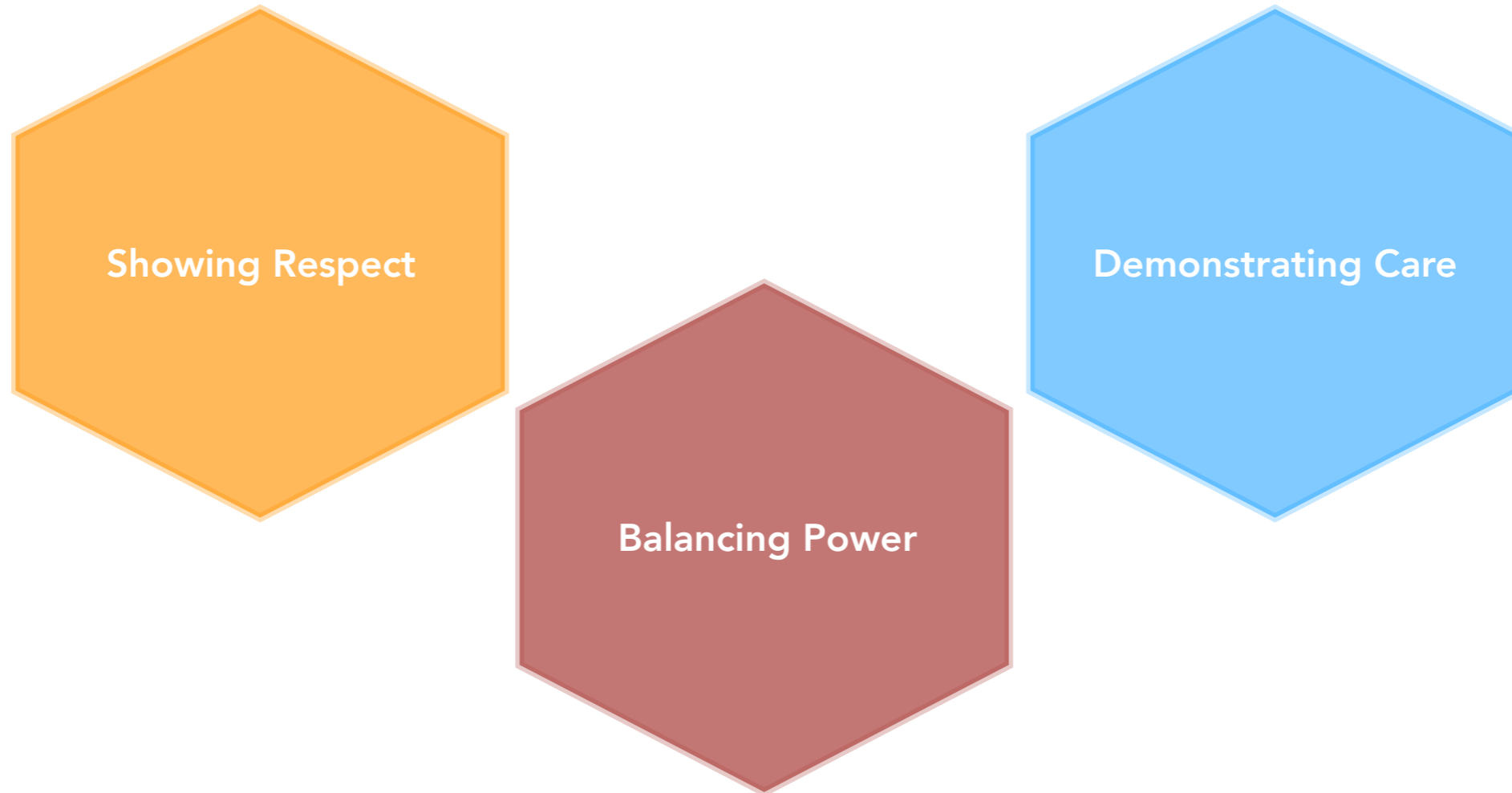
PAIN

Making Decisions  
Without Personal  
Understanding

TIME

# Anatomy of a Patient-Centered Practice:

## Patient Experience Design

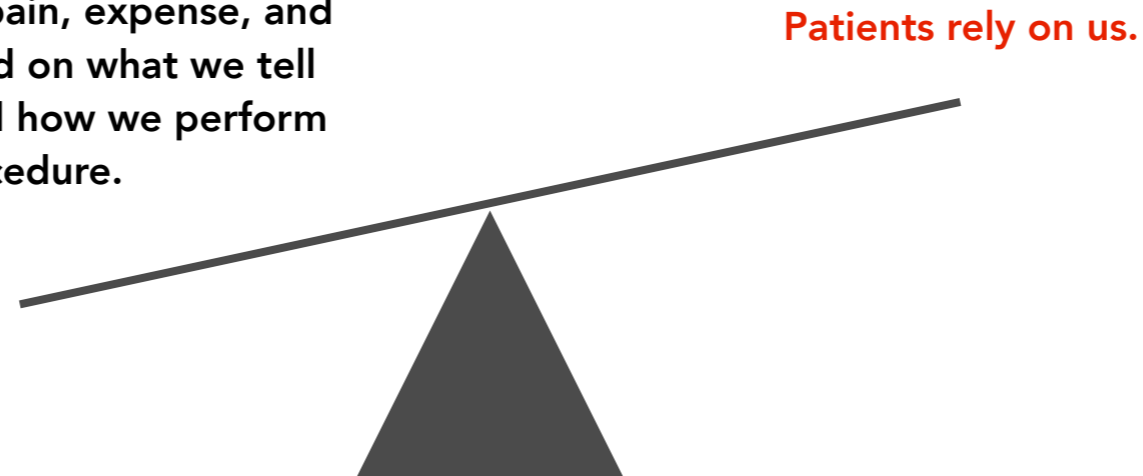


**Psychologically Speaking,  
Fear is Only Decreased By Increasing Trust.  
Trust is Built Only By Constantly:**

# BALANCING POWER

Each treatment has a power imbalance.

We know more and we hold the tools.  
They are subject to pain, expense, and  
inconvenience based on what we tell  
them they need, and how we perform  
each procedure.

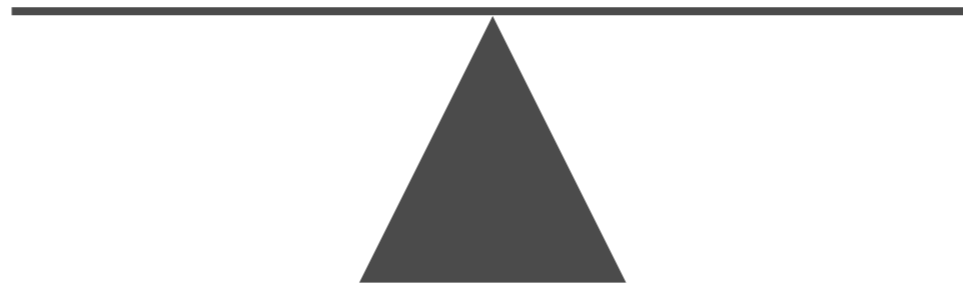


# BALANCING POWER

Predictability balances power.

Eliminate unknowns.  
Solicit responses and input.  
Explain each step with special  
attention to the 4 Fears.

Give the patient confidence  
that they know what to expect  
and are ultimately  
**in control of the process.**



Transparency makes things predictable.

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## Key Outcome: Building Trust in Each Fear Zone

### COST

- Know Coverage Limits Going in
- Acknowledge the Reality of Budgets
- Tx Plan for the Treatment Year
- Bundle Same-day Treatments

### PAIN

- Ask and Confirm Preferences
- Verbally Reinforce Skill and Concern
- Use a Soft Touch
- Regularly Solicit Comfort Level
- Attention to Facial Muscles

### Making Decisions Without Understanding

- Take and Share Intraoral Pictures
- Explain in Nontechnical Language
- Personal Context for Treatment:  
Medical urgency, budget, time, etc.

### TIME

- Offer Desirable Appointment Times
- According to Preference
- 50-minute Maximum hygiene visit
- Bundle Major and Minor Restorative