

Helping Patients Say YES To VELscope
A Guide for Dentists and their Teams

Video Companion
WORKBOOK



Helping Patients Say Yes To VELscope

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Helping Patients Say YES To VELscope
WORKBOOK

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Introduction

Welcome to the VELscope video series, called *Helping Patients Say YES To VELscope*, which has been especially produced for health care professionals, like you, to introduce your patients to VELscope oral cancer screening.

Most oral cancers are not found in dental offices and are typically discovered in advanced stages, when chances for recovery are dismally low. As an industry, as dental health care professionals, we must all do our part to change and improve the odds against this disfiguring and life-threatening cancer. Many of you have already invested in VELscope technology but have low utilization. Implementing the strategies in this video series and workbook will help you to increase your utilization. This 5 module video series will teach you communication soft skills you can easily acquire to help your patients say yes to the VELscope oral cancer screening procedure.

How to use this workbook

This workbook is a companion guide, designed to be used with the VELscope webinar video series *Helping Patients Say YES To VELscope*. The best way to maximize the benefits of this webinar will be to experience it together as a team. This is designed to be watched one module at a time so you can then follow and practice the action steps at the end of each module.

How to use this workbook:

- Watch the webinar series together as a team (i.e. Lunch-N-Learn)
- Watch one module at a time
- Use this workbook
- Take notes and follow the instructions
- Participate: practice and follow the action steps (at the end of each module)
- Practice the suggested scripts/guidelines (see appendix) with other team members at team meetings
- Practice and follow the guidelines outlined in module 4 and illustrated live in module 5

This is a recipe for success.
Want to be successful? – follow the recipe

Let's Get Started!

Module 1 Oral Cancer Today | Why Look for It?

Oral Cancer Statistics Today

- Oral cancer kills 1 person every _____
- Found early, oral cancer has a survival rate of _____%
- Found late, oral cancer has a survival rate of _____%
- The high death rate associated with oral cancer is not because it's hard to discover, but because the cancer being routinely discovered late, often after it's _____ to other sites in the body

Early detection of oral cancer by regular screening saves lives.

We already have the _____ and _____ to change these statistics.

Why is oral cancer screening NOW, more important than ever?

- _____ have changed.
- Oral cancer used to be prevalent among mostly older people with risk factors such as _____ and heavy _____ use.
- Today, we see increasing oral cancer in _____ age groups (18-40) with additional risk factors, such as:
 - _____
 - _____
 - _____
 - _____

We cannot presume to anticipate who may be a candidate for oral cancer screening. Oral cancer screening should be the standard of care for all patients routinely.

Average dental treatment acceptance (for all types of dental treatment) is _____%. This means that half, or even less than half of your patients never accept the treatment you recommend.

This results in:

- Lost _____
- Patients not getting the _____ or _____ that they need

What is your acceptance rate for oral cancer screenings of your patients? _____%

Patient Education vs Selling Dentistry: The Goal for Both is to Increase Case Acceptance

When Patient Education doesn't work – and what to do about it.

- Patient education alone does not always change behaviors.
- While educating is typically a _____ conversation, selling is an _____ conversation, and requires different _____ skills.
- These types of conversations require _____ skills – not clinical skills.
- Soft skills conversations need to involve the _____ team.
- Learn to present the very same clinical treatment differently to different patients, based on their personal _____.

Learning to Sell Dentistry Ethically . Elegantly . Effectively

- Presenting treatment, the same way to everyone based only on clinical indications, doesn't work
- Change our thinking about selling dentistry
- Learn to sell from the _____, not the head
- Making heart-to-heart connections is what allows us to appeal to a patient's _____ need
- Clinical _____, with no heart-to-heart _____, causes a lack of patient treatment _____
- Use soft skills by the _____ team

Henry David Thoreau said

“It's not what you **look** at that matters, it's what you **see**.”

VELscope technology helps you see beyond what is visible with the naked eye and helps you visualize oral abnormalities - while still easy to treat.

Numbers don't lie. Start by knowing _____ .



M1 - Action Steps

- Check your production reports.
- What is the outstanding treatment % in your practice? _____
- What is your patient acceptance rate % for VELscope oral cancer screening?

- What lost dollar amount does that represent? _____
- How would those numbers shift if you increased your treatment acceptance by 20-30%?

- How would that change your role of early oral cancer detection?

Module 2

Setting the Stage for Treatment Acceptance

The Value of Preparation

*"Give me 6 hours to chop down a tree,
and I'll spend 4 hours sharpening the axe."
Abe Lincoln*

Spend time and effort into planning, for the success of case _____.
Oral cancer screening needs to become incorporated into your standard of _____.

Every touchpoint brings your patients toward you or pushes them away.

Touchpoints include:

- Every engagement
- Every patient hand-off
- Front desk
- Clinical team
- Everything before and after and in between

Create a culture of synergy between each patient touch point,
building rapport and trust that leads to treatment _____.

Plan and Prepare with your best strategies | a clear process for success

- _____ your oral cancer screening philosophy
- Create total team support for this vision
- _____ planning meetings that support your goals and your team
- Initiate clear systems that support oral cancer conversations
- Define how each _____ member's role specifically supports oral cancer screening

Dental professionals are _____ care professionals, not just _____ care professionals.

- Are you taking a _____ view of patient care?
- What are your core _____ and practice _____ around the concept of including cancer screening as your standard of care?
- Do you and your team firmly believe in the value of VELscope technology and its benefits?

90 % of selling is conviction and only 10 % is persuasion

- Your passion and conviction are what move your patients
- This is the _____ to cultivate with your team
- Team dynamics are crucial, because that effects a patient's _____ of _____ with you

The most successful practices that have the highest % of VELscope screening acceptance, have some things in common:

- They create a clear _____ by focusing on their goal of providing a screening for every patient
- They introduce and discuss their protocol at monthly team _____.
- They add this phrase to their vocabulary. "Oral cancer screening is now a regular part of our _____"
- Every team member mentions this whenever it is appropriate, so the patient gets a _____ message from every team member throughout their appointment

Value-based conversations with your patients

- From every _____ member
- Prevent buyer's _____
- Validate patient's decision to follow through with your treatment plan
- Turn reluctant patients into _____ that refer their family and friends
- Skills to be trained and adopted so they become second nature

5 Components of Effective Handoffs

1. Patient _____
2. Current _____
3. Something _____ and/or _____
4. Next _____
5. Team _____

After listening to the video hand-off scenario example, create your own with a partner, and practice. A good VELscope hand-off would sound like this.

An effective patient hand-off enhances patient rapport with the entire team, which further increases the possibility of the patient _____ your treatment recommendations.



M2 - Action Steps

- Conduct planning meetings that support your goals and team support for this vision
Date for meeting: _____
- Document a well-defined philosophy and clear systems that support oral cancer screening conversations (written in manual / vision)
- Make sure each team member knows how their role specifically supports oral cancer screening. Have each team member define their role in writing and share with team.
- Focus one team meeting specifically on VELscope implementation. Identify, commit to, and document the steps you will implement.
- Practice, with every team member, the phrase “Oral cancer screening is part of our standard of care”.
- Focus one team meeting specifically on hand-offs. Identify the 5 components of a successful hand-off, and practice with every team member.

Module 3

Light Their Fire | The Discovery Process

The average rate of dental treatment case acceptance, across the country, is only ____%. This results in missed _____ and patients not receiving diagnosed _____.

True effective education that changes behavior is not the filling of a bucket but the lighting of a fire.

When we _____ too much, we overflow the information bucket, resulting in information overload and patient _____. Instead we want to light their fire of interest, curiosity and commitment.

- Most people do not buy based on _____ alone.
- Consumers buy based on _____ and justify their decision with _____.
- Patients may forget what you say, but they will not forget how you make them feel.

The Discovery Process

- Presenting clinical treatment the same way to all patients doesn't work.
- Learn to have different kinds of conversations with different kinds of patients.
- Discover patients' beliefs, experiences, values before you talk treatment
- You must meet patients where THEY are. To find out you'll need to _____.

Walter Hailey advised, "If you want to sell, ask don't tell."

Open-Ended Questions

- Open-ended questions are those that cannot be answered with a _____ or _____.
- Open-ended questions typically start with the words like _____ or _____.
- Open-ended questions reveal patient _____.
- After asking, pause and be quiet. Give people a chance to think.
- Answer with " _____ for sharing that."

Sample open-ended questions for VELscope:

- “What do you know about oral cancer?”
- “What questions do you have about the oral cancer brochure you just read?”

Regardless of their reply, here are some appropriate responses:

- Always: Thank them for sharing – validate their answer
- Relate to them with these kinds of conversations:
 - “We now know there are many factors that contribute to increase oral cancer and early detection is key”
 - “We screen all our patients. We invested in this technology because oral cancer is on the rise and early detection is critical.”
 - “It’s our standard _____. As things change, like the rise in oral cancer, we _____ our standard of care.”
- *See appendix for complete scripts

Discovery Process – in a nutshell:

- Patient education alone doesn’t always work
- Stop _____ their bucket - instead - _____ their fire
- Use good _____-ended questions that reveal patient _____
- Tailor your treatment presentations to those values
- Use language that speaks to those values

Discover their Values | Light their Fire



M3 - Action Steps

- Conduct a planning meeting to focus on open-ended questions
- Re-enforce your commitment to oral cancer screening as part of your “standard of care”
- Have each team member come up with 3 open-ended questions about any aspect of oral cancer screening
- Role play your open-ended questions with possible responses
- Have fun with this. Be creative.
- Get comfortable with these types of open-ended questions. Practice with each other using the M3 dialogue above

Module 4 VELscope Protocol

Best Practice Guidelines | Handling Objections

- Dental practices across the country vary widely in their % of VELscope acceptance, from as low as 2% to as high as _____%.
- There are common characteristics that are consistent with practices that are in the top levels of acceptance.
- Independent of each other, they all perform specific protocols and strategies that result in 90% case acceptance for VELscope oral cancer screening. This is what the best practices do.

VELscope Protocol – 12 Best Practice Guidelines

1. VELscope banner on your _____
2. Team meetings - implement your VELscope _____
If the practice does not take a stand on this, the patients will waver.
3. Make VELscope oral cancer screening your “_____”.
_____ team members. Repeat often
4. When scheduling a _____ appointment, mention on the phone that the _____ exam includes an oral cancer screening
5. When the patient checks in, your front desk greeter presents a VELscope _____
6. Treatment room- Dr/assistant/hygienist ask the patient a good _____-ended question about oral cancer and the screening
7. Thank the patient for their perspective. Reiterate, re-assure, and recommend. Use visual aids to describe how the VELscope works
8. Add VELscope to _____ treatment plans
9. Include _____ form for VELscope along with treatment plan
10. Have patient sign consent form, whether or not they accept or decline
11. If the patient declines:
 - a. Discover why -financial or other
 - b. Include VELscope in the treatment plan for the next visit.
 - c. Have the patient _____ the consent form.
12. Ask them to take the brochure with them, re-read it, and share it with others. Help us spread the word.

*see appendix for complete practice guidelines

Handling Objections

*“Most people in this country have the money for what they want, whether they need it or not.
Our job in dentistry is to help them to want what they need”.*

Janet Hagerman

Mindset for the clinician = assumptive attitude and posture of agreement
Belief that you and the patient both want what’s in their best interest

Suggestions for handling these common objections:

Objection | COST

We now know

- oral cancer is on the _____
- we’ve added it to our standard of _____
- knows no limits – it can impact anybody
- for the cost of getting your nails done or hair cut
- _____ in a potentially life-saving exam
- Shall we do this today?

Never state that insurance will not cover - Reinforce

- discounting the procedure from \$85 to XX
- want to make sure that _____ gets screened
- submit with the hope that it gets covered
- Shall we do this today?

I don’t know what your insurance will cover - But I do know this

- _____ patients are susceptible to oral cancer
- _____ detection is key
- Insurance companies are not clinicians
- We want what’s _____ for our patients
- Shall we do this today?

Objection | IF THE PATIENT DECLINES

- Note this as an exception at this time
- We will _____ to offer screening at your next visit, annually
- This is our _____ of care and we care about you

Objection | PATIENT DOESN'T WANT TO KNOW

Open Ended Questions:

- Tell me more... what's that about?
- What's the benefit of not knowing?

I understand concept of cancer can be scary and overwhelming

- Some of our other patients _____ that same way
- Not knowing can actually make it _____
- Early _____ is the key to allow this to be easily treated
- Shall we do this today?

*See appendix for complete Practice Guidelines and Objection dialogues



M4 - Action Steps

- Review and follow the VELscope Protocol
- Create your own practice VELscope implementation plan
- Apply all 12 of the Best Practice Guidelines... a few at a time
- Practice, at team meetings, the suggestions above for handling common patient objections

Module 5 Office Interviews

How to consistently get a 90 % VELscope acceptance rate?

In this module we see best practice protocols implemented in real life. These interviews, from dentist and team members, illustrate the success of these strategies when followed by the entire team with passion and enthusiasm. This practice has 2 locations with quite different demographics, yet they still manage to consistently get a 90 % VELscope acceptance rate at both offices. Follow their lead and the above modules for your success.



M5 - Action Steps

What are the “secrets” to the 90% success rate that you learned from the office of Dr Ray Morgan? List as many as you can.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Conclusion

This concludes the 5-part VELscope communication video series called *Helping Patients Say YES To VELscope*. Remember, this is a recipe for success. Want to be successful? Follow the recipe. Practice and follow the action steps (at the end of each module), the guidelines outlined in module 4 and illustrated live in module 5. You too can achieve a 90% VELscope acceptance rate. Most importantly, you'll know you are doing everything you can to visualize oral cancer with the VELscope.

Appendix 1

VELscope Protocol | Best Practice Guidelines

1. Include a VELscope banner or notice on your website so shopping patients learn from the first touchpoint/contact that your office screens for oral cancer with this technology.
2. Focus team meetings to discuss and implement your VELscope plan and strategies. If the practice does not take a stand on this, the patients will waver.
3. Make VELscope oral cancer screening your “standard of care”. Make this your mantra, repeat often to patients by all team members.
4. When scheduling a new appointment, mention on the phone that the comprehensive exam includes an oral cancer screening (just like it will include certain radiographs). Can also include the phrase.. “this is our standard of care”.
5. When the patient checks in, front desk greeter presents VELscope brochure (*Your mouth can hide a secret...*) and says something like... “this is our standard of care for all of our patients. Please take a look so you can ask any questions you might have to the hygienist or doctor”.
6. When the patient is transferred to a clinical treatment room, the assistant/hygienist/Dr will ask the patient a good open-ended question regarding their thoughts on the information. This confirms their understanding of why this is so important and allows patients to bring up questions, concerns and beliefs.
 - a. An example would be “*What do you know about oral cancer?*” or “*What questions do you have for me about oral cancer or the brochure?*”
7. Thank the patient for their perspective. Reiterate, re-assure, and recommend. Once you’ve heard their value(s)/ what’s important to them, you can then relate to their values by adding statistics and facts to the conversation.
 - a. I’ll be covering Handling Objections later in this module.
 - b. Use visual aids to describe how the VELscope works
8. Add VELscope to all treatment plans. This provides a guide for the hygienist and Dr what the expectation is and reaffirms to the patient the importance of the screening.
9. Include consent form for VELscope along with treatment plan.
10. Have patient sign consent form, whether or not they accept or decline – they sign the consent form.
11. If the patient declines, discover why to confirm whether it is a financial issue or other concerns.
 - a. I’ll be covering a response for this when we talk about Objections later in this module.
 - b. Include VELscope in the treatment plan for the next visit.
 - c. Have the patient sign the consent form.
12. Ask them to take the brochure with them, re-read it, and share it with others. We want them to know that We are that committed to this screening and want everyone to help us spread the word.

Appendix 2

Handling Objections | Suggested Conversations

This is a mindset for the clinician having these conversations. Show up with an assumptive attitude, a posture of agreement that you and the patient both want what's in their best interest. Here are suggestions for handling common objections.

Objection | COST

"We now know that oral cancer is on the rise.. and that's why we've added it to our standard of care. We now know oral cancer knows no limits – it can impact anybody. And for the cost of getting your nails done or hair cut, you are investing in a potentially life-saving exam. Shall we do this today?"

Never state that insurance will not cover but rather reinforce that "we are discounting the procedure from \$85 to XX because we want to make sure that everyone gets screened and it will be submitted with the hope that it gets covered. Shall we do this today?"

"I don't know what your insurance will cover. But I do know this. All patients are susceptible to oral cancer and early detection makes treatment easier. Insurance companies are not clinicians. We want what's best for our patients. Shall we do this today?"

Objection | IF THE PATIENT DECLINES

" Mr. Smith, we will note this as an exception at this time, but know that we will continue to offer this screening at your next visit, and then annually, because this is our standard of care and we care about you."

Objection | PATIENT DOESN'T WANT TO KNOW

Open-ended questions:

"Tell me more... what's that about?"

"What's the benefit of not knowing?"

"I understand that the whole concept of cancer can be scary and overwhelming. Some of our other patients used to feel that same way. But, not knowing can actually make it worse. And early detection is the key to allow this to be easily treated. Shall we do this today?"

Appendix 3

Open-ended Questions and Answers for VELscope

Questions

- “What do you know about oral cancer?”
- “What questions do you have about the oral cancer brochure you just read?”

Answers (regardless of their reply)

- Always: Thank them for sharing – validate their answer
- Relate to them with these kinds of conversations:
 - “We now know - there are many factors that contribute to increase oral cancer and early detection is key”
 - “We screen all our patients. We invested in this technology because oral cancer is on the rise and early detection is critical.”
 - “It’s our standard of care. As things change, like the rise in oral cancer, we update our standard of care.”

5 Components of Effective Handoffs

- Patient name
- Current Situation
- Something personal and relevant
- Next step
- Team praise

Discovery Process | in a Nutshell

- Stop filling their bucket - instead - light their fire
- Ask good open-ended questions that reveal patient values
- Tailor your treatment presentations to those values
- Use language that speaks to those values
- Discover their Values | Light their Fire