Get Clients to Accept Dental Treatments

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Meet your consultant

Wendy S. Myers, CVJ, has been training veterinary teams for more than 20 years as owner of Communication Solutions for Veterinarians in Castle Pines, Colorado. She helps healthcare teams improve telephone and communication skills that result in getting more pets the medical care they need. Wendy shares her expertise through conferences, online courses, and monthly CE webinars. She is a certified veterinary journalist and author of five books. For five years, Wendy was a partner in an AAHA-accredited specialty and emergency hospital, which was sold to a corporate group. Wendy belongs to the American Animal Hospital Association.

What you’ll learn:

• Help clients “see” dental problems with persuasive teaching tools
• Get scripts that steer clients’ decisions
• Alleviate the fear of anesthesia
• Respond when price is the obstacle
• Ask for a commitment to book treatment now
• Use forward booking to begin the path of preventive dentistry

Today, eight out of 10 patients you examine will need dental treatments, but fewer than four clients will accept professional care for their pets.¹ Your healthcare team needs convincing strategies to get clients to accept treatments at the time of diagnoses.

Dentistry is a strong profit center in your hospital, comprising 2.5% to 4% of revenue.² The average dental case totals $516, according the AAHA Veterinary Fee Reference, 10th edition (includes preanesthetic exam, CBC with differential, chemistry panel with eight chemistries, dental radiographs, 30 minutes anesthesia, IV catheter and placement, IV fluids, dental scaling and polishing, subgingival curettage, fluoride application, electronic monitoring, post-procedure pain medication, post-procedure injectable antibiotics, hospitalization, and one-week supply of antibiotics.).³ Because pets will need multiple dental procedures throughout their lifetimes, your team needs to confidently present treatment plans and get clients to accept professional dental care for pets.

Besides improving patients’ health, you will improve practice health. Let’s say your two-doctor practice has 3,600 active patients with 38% receiving dental treatments. Based on this compliance benchmark, you would perform 1,368 dental procedures annually. If you grow compliance an additional 20% to 58%, the resulting revenue would be an estimated additional $371,520 (720 additional procedures at $516 each).
Help clients “see” dental problems with persuasive teaching tools

Show clients dental problems. Few pet owners look inside their dogs’ and cats’ mouths. “Pictures and videos let clients see what is involved in the oral assessment, treatment, and prevention of dental disease,” advises Dr. Jan Bellows, Diplomate AVDC, ABVP, of All Pets Dental in Weston, Florida and president of the Foundation for Veterinary Dentistry. During the oral exam, point out dental calculus, gingivitis, tooth fractures, tooth resorptive lesions, and missing teeth.

Explain that 60% of the tooth structure is below the gum line. Use dental models with clear gums to illustrate the anatomy. Let the pet owner know that once the pet is under anesthesia, the doctor will perform a thorough oral exam, and dental x-rays will be taken to assess tooth structure below the gum line. Share examples of dental x-rays with normal and abnormal teeth in a two-up view to illustrate how imaging helps you get the complete picture.

Take photos to document the need for treatment. Use a smartphone to take photos of pets’ mouths during exams. Smartphones allow you to adjust exposure, crop, and mark up images. Zoom and crop to enlarge images of painful conditions such as resorptive lesions. Use the print feature to send the photo to a blue-tooth enabled color printer. You also could text or email images to clients and share them online through patient portals. Dr. Bellows demonstrates how to use smartphones as teaching tools in his YouTube video (www.youtube.com/watch?v=2BO51ZMuJaA).

Share with images with clients. Save photos in pets’ electronic medical records to document findings and the progression of dental disease. Take dental photos during each preventive exam, which lets you compare the progression of dental disease over time, especially if clients defer treatment.

Provide a dental report card. Half of the family may be in the exam room today, while the other half is at home. The client needs to accurately share the veterinarian’s findings and advice. Use dental report cards to indicate the stage of periodontal disease and need for treatment. Virbac, maker of C.E.T. dental products, offers a dental report card with photographs of stage 1 to 4 dental disease in dogs and cats.

Use slideshows or photo books to explain treatment solutions. Because 65% of people are visual learners, show clients behind-the-scenes photos to guide their decisions to accept treatment. Few pet owners have ever seen an animal’s dental procedure. To create photo books, use websites such as Shutterfly, Walgreens, or Costco. Place photo books in each exam room and your lobby. Be sure that photos are kid-friendly because children will want to see the images you’re showing to their parents. Take a photo of a smiling nurse in your in-clinic lab to demonstrate preanesthetic screening. Don’t show a jugular blood draw on a patient (frightening!). For a digital option, create slideshows on digital photo frames, tablets, or exam computers. When computer hibernate, the slideshow becomes the screen saver.

Get scripts that steer clients’ decisions

Avoid wiggle words. Exam room conversations are opportunities to guide clients’ treatment decisions. A wishy-washy approach may cause pet owners to say no. Avoid the phrase, “I recommend that you get your dog’s teeth cleaned.” Clients may hear that they can wait because the procedure is just a recommendation and is not medically necessary.
You want clients to act once they understand diagnoses. In the AAHA compliance study, a practice team doubled its dental compliance by simply changing one word. Instead of saying, “We recommend a dental cleaning,” they switched to the word “need,” emphasizing “We need to get these teeth cleaned.” Doctors and veterinary nurses explained why a cleaning was necessary, the health benefits of treatment, and the risks that would be avoided by seeking professional care.

Replace the wiggle word of “recommend” with the action word of “need.” When presenting treatment, find the sweet spot that’s part education and part motivation, advises Roger P. Levin, DDS, a third-generation dentist and the chairman and chief executive officer of Levin Group Inc., in Owings Mills, Maryland. “During the presentation, mention the top benefits throughout the discussion—beginning, middle and end. By reinforcing them throughout the entire consultation, you are continually reminding patients why they should move forward with treatment,” he advises.

Every pet owner is tuned into WIFM: What’s in it for me? Use benefit statements that guide clients to yes. Explain services before prices so you create perception of value for your professional fees. Focus your conversation on answering “Why should I treat?”

To explain the dental diagnosis and treatment, the veterinarian would say, “<Pet name> has Grade 1 dental disease. He needs a dental treatment now to treat the infection, reduce dental pain, and slow the progression of his dental disease. As his dental disease gets worse, serious health problems will happen. Bacteria in the mouth passes through the bloodstream and can permanently damage the kidneys, heart, liver, and lungs. Early treatment can help prevent painful abscesses and possible oral surgery. Because oral health impacts overall health, you will see long-term benefits. I will have my nurse explain the steps of a dental treatment and our anesthetic protocols. What questions can I answer about my diagnosis?”

Explain the next step. Imagine that you’re at the dentist. She shares your dental x-rays and explains you have a serious dental problem. Your first reaction is “What should I do?” The same scenario happens in your exam room when you diagnose dental disease in dogs and cats. Pet owners want to know right now, “What should I do?” Never email a dental treatment plan after the visit or shoot from the hip with a ballpark dental price. Present a detailed plan with treatment solutions on the day of diagnosis. Yes, I said “solutions.” This word tells pet owners that you are going to fix the problem of dental disease. Reviewing treatment solutions today lets you explain your medical diagnosis, the steps of treatment, and the cost of care in the privacy of an exam room. Timing is key to your success. Always present treatment solutions at the time of diagnoses. Because you shared the right information at the right time, pet owners can make educated decisions right now! As a result, you solve pets’ painful dental problems and significantly grow your dental income: Healthy patients, healthy practice!

Have nurses present treatment plans. Once the doctor explains the diagnosis and answers the client’s questions, a nurse will share photos and the treatment plan. Because nurses perform dentistry, they may confidently explain steps of dental procedures.

Replace the wiggle word of “estimate” with “treatment plan,” which communicates the medical need for treatment. Dentists use the term “treatment solutions.” Say, “Let’s discuss the treatment solution for your pet’s dental disease. I will review the services and fees with you, so you may decide.” The word “decide” engages the pet owner and indicates that you want a decision.

Create treatment plans with layman’s terms. Build templates for Grade 1 to 4 dental treatments. Set up group codes in your practice-management software so there is consistency among doctors for dental fees. If you charge for anesthesia by weight, you would create Grade 1 to 4 templates by weight class.
Have the order of services match the order of delivery. Treatment plans should reflect your optimal standard of care or “Plan A.” For example, include preanesthetic testing in all procedures. It’s hard to add services later if clients see an initial lower price and perceive that you’re up-selling them. List every service, even if it is bundled into the overall cost or a no-charge item such as a complimentary nail trim.

Use client-friendly descriptions, avoiding medical jargon that may intimidate or confuse pet owners. List individual services and one total price so pet owners aren’t tempted to negotiate items. Without veterinary medical knowledge, a pet owner might question, “Can you do the dental procedure without anesthesia?”

If you have electronic medical records, use diagnostic codes and link codes to print appropriate dental treatment plans. For example, if the doctor enters “Grade 1 Dental Disease” as the diagnostic code, a Grade 1 Dental Treatment Plan would automatically print. This automation ensures that clients will receive written treatment plans every time disease is diagnosed. Clients need treatment plans at the time of diagnoses, so they can ask questions and then schedule at checkout. Discuss the need for treatment as well as fees in the privacy of an exam room—never at the front desk where financial conversations may be awkward and you’re competing with distractions. Clients may be less likely to schedule if given treatment plans on their way out the door.

Sample Canine Grade 2 Dental Treatment Solution
This treatment plan lists medical services to be performed on <patient name> and approximate costs of the procedure. Once your pet is under anesthesia, your veterinarian will perform a complete oral exam. During this comprehensive oral exam, the doctor may find one or more teeth that need to be extracted for health reasons. Dental x-rays will be taken to get an accurate diagnosis of the condition of your pet’s teeth above and below the gum line and jawbone. Your veterinarian or a nurse will call you with an updated treatment plan if your pet needs oral surgery or additional services.

<table>
<thead>
<tr>
<th>Procedure or dispensed item</th>
<th>Quantity</th>
<th>Cost</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 2 canine dental treatment, up to 25 lbs.</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Preanesthetic exam</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Preanesthetic blood panel</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Preanesthetic pain-relief medication</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Antibiotic injection</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Anesthetic induction medication</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Anesthesia (per half hour)</td>
<td>1.5</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Surgical IV catheterization with fluids</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Continuous heart monitoring</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Continuous pulse oximetry</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Continuous blood-pressure monitoring</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Full mouth dental x-rays</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Dental charting</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Dental polishing with fluoride treatment</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Recovery nursing care</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Hospitalization, 1 to 12 hours</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Antibiotics for post-therapy care</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Dental home-care kit</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Complimentary nail trim (value of $___)</td>
<td>1</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>___</td>
<td>___</td>
</tr>
</tbody>
</table>

Your signature confirms that you have read this information, understand it, and give our medical team permission to perform these services. Payment is due when services are provided. For your convenience, we accept cash, checks, and credit cards. We offer <third-party financing>, a payment plan for qualifying clients. At any time during your pet’s treatment, you may ask for an updated treatment plan. Thank you for your confidence in us.
Pet owner signature ___________________________ Date ___________________________

If the veterinarian and nurse have questions during your pet’s procedure, which is the best phone number to quickly reach you? (___) _______________________

How would you like us to notify you when your pet wakes from anesthesia?
- ☐ Text message sent to (___) _______________________
- ☐ Phone call to (___) _____________________________
- ☐ Email to ___________________________________

Remove physical barriers between you and the client. Body language accounts for 55% of communication, while 38% is tone of voice, and 7% is spoken words, according to Albert Mehrabian, author, researcher, and professor emeritus of psychology at the University of California, Los Angeles. Stand shoulder-to-shoulder or form L-shaped body language. This is collaborative body language, compared to a confrontational posture of talking across the table with a physical barrier between you and the client. Consider rolling stools for veterinarians to sit as they explain the diagnosis. Your goal is to be on the same eye level as the client. If the client is seated, you should be, too. Sit in a stool or kneel down so you are eye-to-eye. If the client is seated and the doctor is standing, he is in a position of dominance.

Present service first, price last. Because clients need to understand service first, cover prices with an educational brochure such as dental report card or preanesthetic testing brochure. Explain each item, pointing to the left column that lists medical services. After you’ve shared photos and discussed medical services, reveal the price. Educating clients before showing prices helps them make informed decisions. Clients may jump to judgment if they see the price first without understanding the comprehensiveness of professional dental care.

Alleviate the fear of anesthesia

Veterinarians often blame price as the obstacle to procedures when fear of anesthesia may be the culprit. You will have conversations with clients about anesthetic procedures throughout their pets’ lifetimes, whether for spays, neuters, dental procedures, or surgeries. Your ability to confidently explain anesthetic protocols and address pet owners’ concerns will sway their decisions.

Share your knowledge about anesthetic risks. Be upfront with clients about the potential for anesthetic risk so they understand what it means to proceed with anesthesia and which consequences might result. Pet owners cannot make informed decisions about patient care without informed consent. Informed consent occurs when clients grant permission for treatment because they understand the potential benefits as well as risks.

Anesthetic death is a possible, but less common occurrence. Risk of anesthetic death in dogs and cats is 0.17% and 0.24% respectively. When categorized by health status, risk of anesthetic death in healthy dogs and cats drops to 0.05% and 0.11%.

Provide a safe, open environment for pet owners to ask questions. Talk in the privacy of exam rooms. You want a quiet, controlled environment to discuss your diagnosis and anesthetic protocols and to let clients openly ask questions. A busy lobby is an uncomfortable environment for pet owners to ask medical or financial questions.
Invite discussion with open-ended questions or statements. Open-ended questions invite pet owners to share more than yes-or-no answers. To encourage clients to elaborate, begin with the phrase, “Tell me.” Lead with active verbs such as:

- “Share with me what’s going through your mind about the decision to anesthetize <pet name>.”
- “Explain your concerns to me about this procedure.”

Open-ended questions also may lead with “how?” or “why?”

- “How do you feel about <pet name> undergoing anesthesia?”
- “Why are you concerned about the anesthetic process?”

The use of open-ended questions or statements conveys that the medical team has time for extended answers and wants to hear what clients have to say. This approach gives pet owners permission to comment and shows you value clients’ input.

Eliciting clients’ perspectives goes hand-in-hand with open-ended questions. Ask clients how they feel about a particular situation or experience. To elicit clients’ perspectives, ask:

- “What are your thoughts about anesthesia?”
- “What are your concerns about anesthetic risk?”
- “What worries you most about these next steps?”
- “What’s on your mind as I share with you the need to anesthetize <pet name>?”
- “How do you feel about this process?”

Asking questions also lets you determine how much detail clients want from your medical team:

- “What do you want to know about how we will monitor anesthesia?”
- “How much information do you want about the drugs we will be administering?”
- “What level of detail do you want about the anesthetic process?”
- “What information would help you to make the best decision for <pet name>?”

Use a combination of body language and open discussion to guide clients’ decisions. Your medical team must be willing and able to invest time, so clients are comfortable accepting anesthetic procedures.

Respond when price is the obstacle

If financing isn’t available, 43% of pet owners would decline procedures due to cost. If a client says, “I can’t afford treatment,” the first no is not the final no. Acknowledge pet owners’ concerns, and then share financial solutions. Say, “I understand you’re concerned about the cost of your dental procedure, which is $600. We offer _____, a payment plan for approved clients that has six months of deferred interest. Would $100 per month fit your budget?” Show clients how to apply.

Here are third-party providers who provide financing for veterinary clients:

- CareCredit, www.carecredit.com/practices/veterinary/
- Extend Credit Financing, www.extendcredit.com/veterinary/
- PaymentBanc Financing, www.paymentbanc.com
- Scratch Pay, https://scratchpay.com
Ask for a commitment to book treatment now

Schedule the procedure on the day of diagnosis. To guide the pet owner to book now, offer the doctor’s next two surgical/dental days. Schedule the procedure with the same doctor who diagnosed the condition because he will be familiar with the case and enjoy production pay. Scheduling with the same doctor also increases clients’ confidence.

If the client will check out at the front desk, the receptionist should schedule the procedure first, and then collect payment for today’s services. Lead the client with the two-yes-options technique: “Dr. <Name> diagnosed <pet name> with Grade 1 dental disease. Let’s schedule your pet’s procedure first, and then I will get you checked out for today’s services. We can perform the dental treatment on Monday or Wednesday. Which fits your schedule?” Provide fasting instructions and let the client know you will call, email, or text to confirm one day before the procedure. An appointment reminder for the procedure will print on today’s receipt.

Ask for a commitment to treat today. After presenting the treatment solution and answering the client’s questions, ask closing questions such as:

- What questions can I answer about your pet’s dental treatment? This approach invites the client to ask anything he is unsure about. This phrasing is more effective than a yes-or-no choice of “Do you have any questions?”
- Shall we schedule your pet’s dental treatment?
- Do you need more information, or have I explained enough for you to decide?

Once the pet owner agrees to treatment, say, “To get your permission to schedule your pet’s dental procedure, I need your signature on the treatment plan. We will keep a copy in your pet’s medical record, and I’ll give you a copy, so you have information on the services and fees we discussed.”

When the client agrees to treatment, this also gives you flexibility to perform preanesthetic testing today if the procedure will be performed soon. Performing preanesthetic screening today has these benefits:

- Let’s you choose to send samples to the reference lab or perform testing in-house.
- Cements the client’s commitment to treat because she is paying for blood work today for the dental procedure.
- Gives you time savings on the day of procedures because preanesthetic screening is complete and you can tailor anesthetic protocols.

Busy practices may have full surgical and dental schedules for two or more weeks. If clients don’t schedule procedures on the day of diagnoses, you may have limited availability that cause them to seek faster care elsewhere. Focus on what you can do, not what you can’t. Say, “Dr. <Name’s> next available surgical days are March 5 and 7. Which do you prefer?”

Tackle paperwork in advance. Don’t wait until the morning of procedures to get signatures. Clients experienced road rage while driving to your clinic, chased the cat for 45 minutes trying to get it into the carrier, and are late for work. Have clients sign the treatment plan and anesthetic consent form on the day of diagnosis when they book procedures. A veterinary nurse who attended my seminar in Reno, Nevada, shared that this tactic turned 20-minute dental and surgical admissions into 7 minutes.

Another alternative is to use text and email together. The day before the procedure, text the client to confirm the admission appointment: “See you tomorrow at 8 a.m. for <pet name’s> dental admission. No food after ___ p.m. Water is OK to keep your pet hydrated. We emailed consent forms to <client email>.
Reply with questions." The text prompts the client to check his email, where you may provide detailed fasting instructions and attach the treatment plan and consent form.

Your email message might say, “We will see <pet name> for a dental procedure tomorrow at <Your Veterinary Hospital>. Please withhold food after ___ p.m. tonight. Water is OK to drink to keep your pet hydrated. Your dental admission begins at ___ a.m. with a nurse, who will spend 15 minutes reviewing the consent form, answering your questions, and getting phone numbers where we may reach you the day of the procedure. I've attached your treatment plan and anesthesia consent form. To speed your admission, please bring these signed forms with you, or we are happy to answer questions during check-in. Please allow at least 15 minutes for <pet name>'s admission to our hospital. If you have questions, call or text 555-555-5555." The email sets expectations for the length of time needed for admission and gives benefits of completing paperwork in advance.

Set the admission appointment today. Create concierge check-ins and dump the habit of “drop-offs.” Avoid the traffic jam at the front desk when six clients arrive at the same time for surgical and dental admissions. Set admission appointments every 15 minutes. In the nurse column of your appointment schedule, schedule each check-in. Surgery nurses will handle morning admission appointments.

When the procedure is booked, the receptionist will choose a specific check-in time and set expectations for the client. Say, “Your pet’s dental procedure is scheduled for Friday. Your admission appointment will be at 8 a.m. with a nurse. Please allow 15 minutes to receive instructions on how we will care for <pet name>. We will text and email you two days in advance to confirm the procedure. If you didn’t sign the treatment plan and anesthetic consent form today, we will email them, so you may review and sign forms before the day of the procedure.”

Have complex cases check in first. This allows time for preanesthetic screening as well as longer recovery. In the privacy of exam rooms, have clients sign consent forms, collect phone numbers, answer questions, and explain when you will text, email or call following procedures.

Let’s say you have five surgical and dental procedures scheduled today with admission appointments from 7:00 to 8:00 a.m. Here is a sample admission schedule:

<table>
<thead>
<tr>
<th>Admission time</th>
<th>Patient</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Cruciate repair, Max, 9-year-old Bulldog</td>
</tr>
<tr>
<td>7:15 a.m.</td>
<td>Grade 4 dental procedure with extractions, Bella, 14-year-old Toy Poodle</td>
</tr>
<tr>
<td>7:30 a.m.</td>
<td>Grade 3 dental procedure with extractions, Sammy, 7-year-old Golden Retriever</td>
</tr>
<tr>
<td>7:45 a.m.</td>
<td>Grade 1 dental procedure, Tiger, 3-year-old Siamese cat</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Neuter, Leo, 6-month-old Russian Blue cat</td>
</tr>
</tbody>
</table>

Use forward booking to begin the path of preventive dentistry

Bundle progress exams into procedures to encourage ongoing professional care. Just as you include medical progress exams in orthopedic surgeries, add a dental progress exam to every procedure. Based on the complexity of the case, include one or two progress exams. If you perform extractions, schedule a progress exam one week later to check on oral healing and a second exam in several months.

Tell pet owners, “Your dental treatment includes a complimentary progress exam in ___ months. This follow-up exam lets us monitor your pet’s oral health, so we may provide affordable care
and early treatment. Just as your dentist schedules the next appointment before you leave, we will set your pet’s dental progress exam today. Because the exam is several months away, the appointment reminder will print on today’s receipt, and we will confirm one week in advance.”

Set follow-up intervals based on the severity of dental disease treated. When creating a Grade 1 dental bundle, set a reminder for the complimentary dental progress exam in 12 months. When dental invoices are generated, reminders will automatically occur. The reminder is for an oral assessment—not another procedure. Based on your hospital’s preferences and state practice act guidelines, this assessment could be performed by a veterinarian or credentialed veterinary nurse.

<table>
<thead>
<tr>
<th>Professional service</th>
<th>Progress exam interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 1 dental treatment</td>
<td>12 months</td>
</tr>
<tr>
<td>Grade 2 dental treatment</td>
<td>9 months</td>
</tr>
<tr>
<td>Grade 3 dental treatment</td>
<td>6 months</td>
</tr>
<tr>
<td>Grade 4 dental treatment</td>
<td>3 months</td>
</tr>
</tbody>
</table>

Too often, veterinary teams are performing corrective rather than preventive dentistry. Your days are packed with Grades 3 and 4 dental procedures with extractions instead of treatments for Grades 1 and 2. Progress exams will encourage preventive dentistry.

Which goals will you implement from today’s training?

1. ____________________________
2. ____________________________
3. ____________________________

Helpful resources

<table>
<thead>
<tr>
<th>Helpfulness</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 steps of a professional dental cleaning</td>
<td><a href="www.dentalvet.com/patients/procare/12steps.htm">www.dentalvet.com/patients/procare/12steps.htm</a></td>
</tr>
<tr>
<td>AHA Dental Care Guidelines for Dogs and Cats implementation tool kit</td>
<td><a href="https://www.aaah.org/professional/resources/dental.aspx">https://www.aaah.org/professional/resources/dental.aspx</a></td>
</tr>
<tr>
<td>Academy of Veterinary Dental Technicians</td>
<td><a href="http://avdt.us/">http://avdt.us/</a></td>
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<tr>
<td>American Veterinary Dental College</td>
<td><a href="www.avdc.org">www.avdc.org</a></td>
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<tr>
<td>Article: 5 reasons clients will love your dental experience</td>
<td><a href="https://www.csvets.com/userfiles/5%20reasons%20clients%20will%20love%20your%20dental%20experience.pdf">https://www.csvets.com/userfiles/5%20reasons%20clients%20will%20love%20your%20dental%20experience.pdf</a></td>
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<tr>
<td>Article: 8 ways to improve the dental discharge experience</td>
<td><a href="www.csvets.com/userfiles/8%20Ways%20to%20Improve%20the%20Dental%20Discharge%20Experience.pdf">www.csvets.com/userfiles/8%20Ways%20to%20Improve%20the%20Dental%20Discharge%20Experience.pdf</a></td>
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<tr>
<td>AVMA pet dental health month resources</td>
<td><a href="www.avma.org/Events/pethealth/Pages/February-is-National-Pet-Dental-Health-Month.aspx">www.avma.org/Events/pethealth/Pages/February-is-National-Pet-Dental-Health-Month.aspx</a></td>
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<tr>
<td>Foundation for Veterinary Dentistry</td>
<td><a href="www.veterinarydentistry.org">www.veterinarydentistry.org</a></td>
</tr>
<tr>
<td>How to score dental disease</td>
<td><a href="www.dentalvet.com/Encyclopedia/M04973.htm">www.dentalvet.com/Encyclopedia/M04973.htm</a></td>
</tr>
</tbody>
</table>

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Facilitators’ Guide
Choose a facilitator to lead your team’s discussion. Create plans to implement goals you learned in this training program.

1. Which teaching tools will you use to educate clients about dental procedures? (If you need to create new tools, note the person responsible and timeline for completion.)

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

2. Which phrases will your team use to guide clients’ decisions?

____________________________________________________________________________________
____________________________________________________________________________________
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3. What updates need to be made to your dental treatment plans? (i.e. edit for layman’s terms, add items such as monitoring and post-dental progress exam, etc.)

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4. How will your team improve the dental admission experience for clients?

References:

3 AAHA Veterinary Fee Reference, 10th edition, AAHA Press, 2018;99.
8 CareCredit Path to Purchase study, 2016. Study on file at CareCredit.