

Gratitude Economy: *Moments-of-Truth* in a Dental Practice

Get it right and you are creating a “Raving Fan”.

Get it mediocre or wrong, and you create indifference and a likely “shopper”

1. Website: Warm and Projects Your Values and Personal Story
2. Google Reviews: Extra Positive and Plentiful?
3. First Phone Call: warm greeting, tone is highly knowledgeable and empathic (next opening w/in 2 wks?)
4. Intake Logistics:, parking, accessibility, helpful reminders, safe neighborhood
5. Exterior & Entry: curb appeal, signage, scent, sounds
6. Reception Greeting: prompt eye contact, warm greeting, should know name of who to expect
7. Paperwork & Intake Tech: professionally produced, ease of forms, privacy, assistance possible
8. Wait Experience: timeliness, updates if you are running late, comfort options
9. Handoff to Clinical Team: Warm introduction using names; Tell what's next; set expectations
10. Seating in the dental chair: attend to their comfort, ask about pain concerns, get consent,
11. Clinical Discovery: photos/X-rays explained in plain language
12. Co-Diagnosis Mindset: Be curious about family, health and dental histories, invite questions,
13. Adjust your approach to fit their Personality Style and Dental IQ
14. Doctor introduction/rapport: “what brings you in?” (Chief Complaints honored) Ask about Goals
15. Exam and Treatment Planning: priorities, urgency, benefits, risks, alternatives
16. Check-out Experience: warm handoff, FD ready, summary, written next steps, warm goodbye
17. Financial Clarity: preparation, ins. benefits estimate, options, timelines
18. Scheduling the next step before departure
19. Post-visit Follow-up Call: 24–48 hr check-in; discuss questions if there is unscheduled-care
20. Aftercare touchpoints: “We Care” calls, education links, Thank You card or other card ready
21. Expanding your “Reputation Loop”: asking for (and responding to offers of) reviews/referrals
22. Continuity: how can the NEXT visit confirm a GREAT first impression or recover from a mediocre previous impression
23. Hygiene Visit supports all the findings and recommendations of previous visits, adds to confidence, deepens relationship and knowledge (DIQ)
24. Thoughtful Pink Note Made, and Used by next team member
25. Gold Star Designation?...Ptt. want's your team's Best Work & Team likes to see the Ptt.s name on the schedule.