

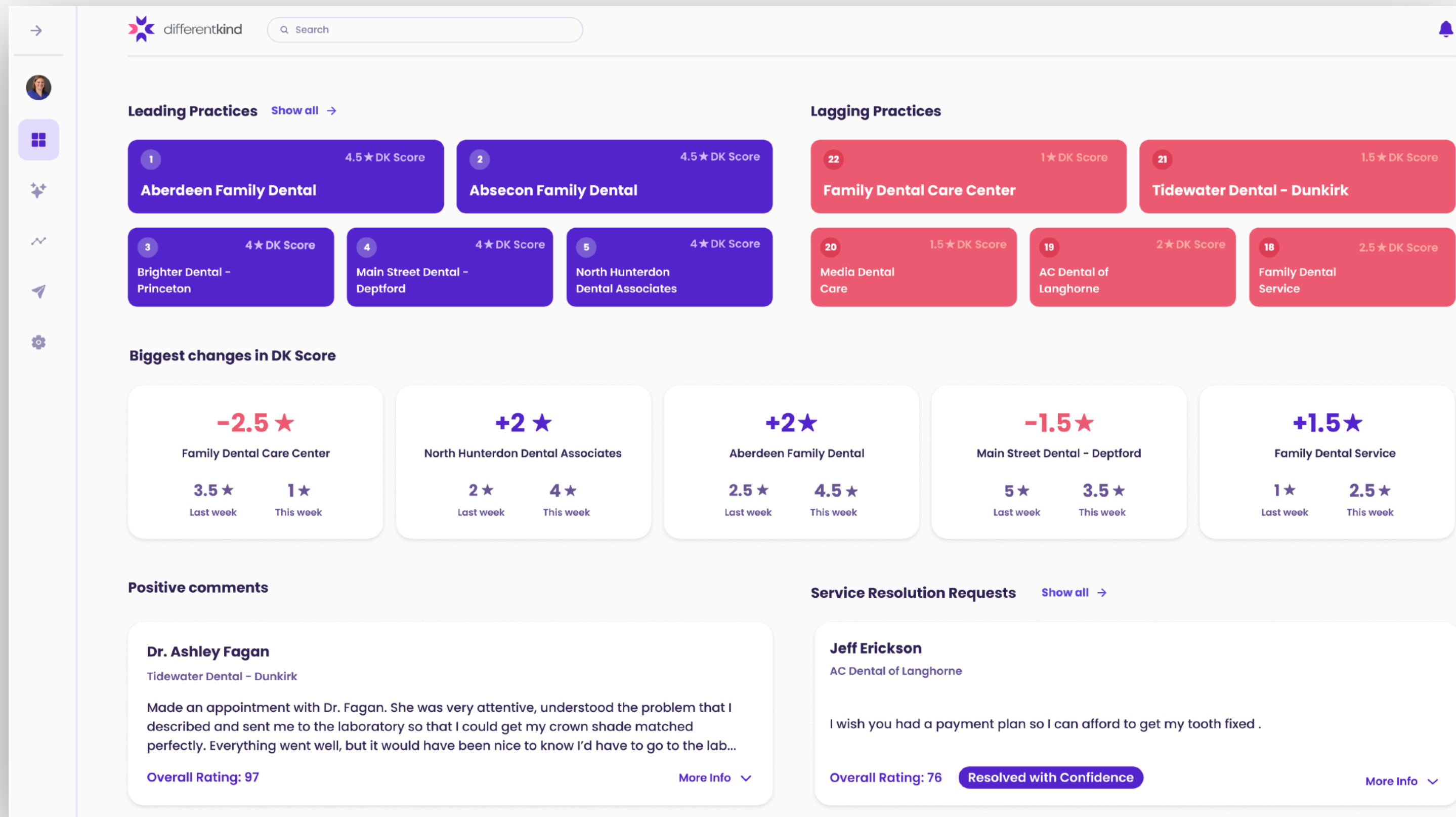


How Active Listening Provides The Key To Unlocking Patient Loyalty

Dr. Matthew Allen, DDS
Dr. Amanda Jozsa, DDS
Teresa Williams

differentkind

Measurably improving outcomes & experiences



Helping Dental Groups Discover What Matters Most



Immediate
Results in real-time



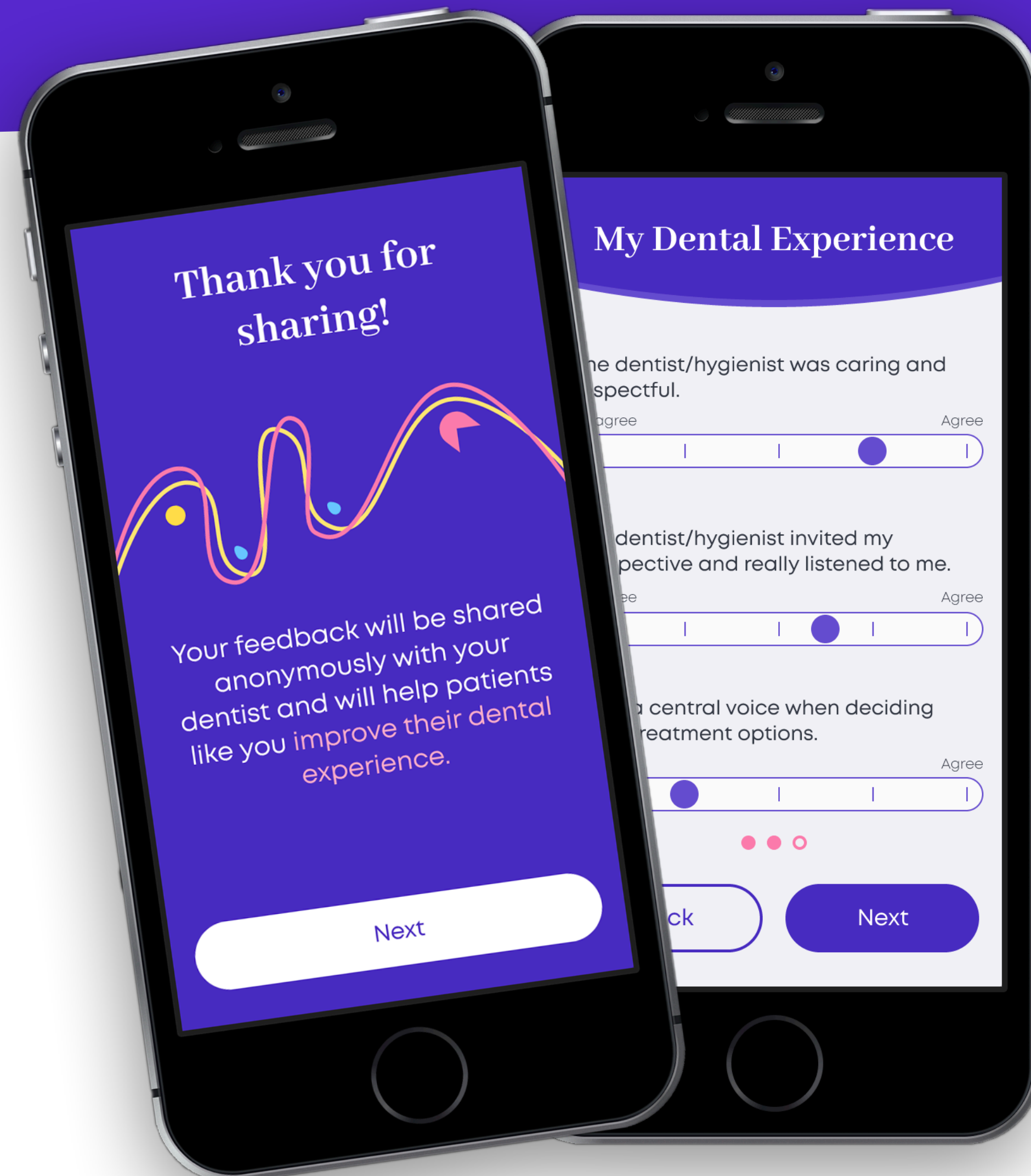
Actionable
AI-Fueled Insights With
Predictive Power



Automated
Connected to the EDR

differentkind

Measurably improving outcomes & experiences



Helping Dental Patients Have A Voice In Their Care



Evidence-Based
Meaningful Metrics



Convenient
Digital-first Experience



Personalized
Built-in Service Resolution



Purpose:

Understand the why, what, and how of active listening as it relates to patient and staff retention

Plan:

What does the data say?: **10 minutes**

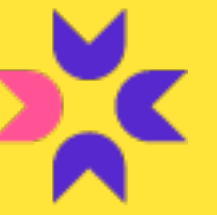
Tips on Becoming a Better Listener: **20 minutes**

Creating Systems for Improvement: **15 minutes**

Q&A: **10 minutes**

Outcome:

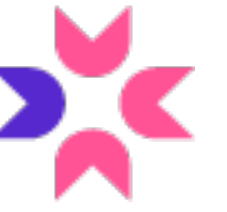
Give you implementable skills to make you a better active listener and actionable strategies for building systems to improving listening at your organization



Some Questions We'll Answer Today

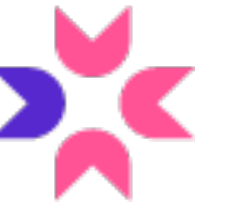
- What is active/reflective listening? How is it different than listening?
- What does the data say about the importance of listening to patients?
- What are some common mistakes people make when listening?
- What are some easy to implement tips to practice listening skills?
- How does this apply to working with your team members?
- Can you measure listening skills?
- How can we systematize listening and make it a part of our culture?





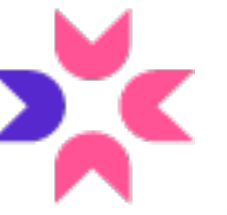
Active listening is when you not only hear what someone is saying, but also attune to their thoughts and feelings. It turns a conversation into an active, non-competitive, two-way interaction.

<https://hbr.org/2024/01/what-is-active-listening>



Reflective Listening is the key component of expressing empathy.

Miller & Rollnick, 2013



- Communicates respect for and acceptance of speaker
- Establishes trust and invites speaker to explore their own perceptions, values, and feelings
- Encourages a nonjudgmental, collaborative relationship
- Allows you to be supportive without agreeing with specific speaker statements.



What Makes Raving Fans Of Your Practice?



Trends in Patient Experience 2023

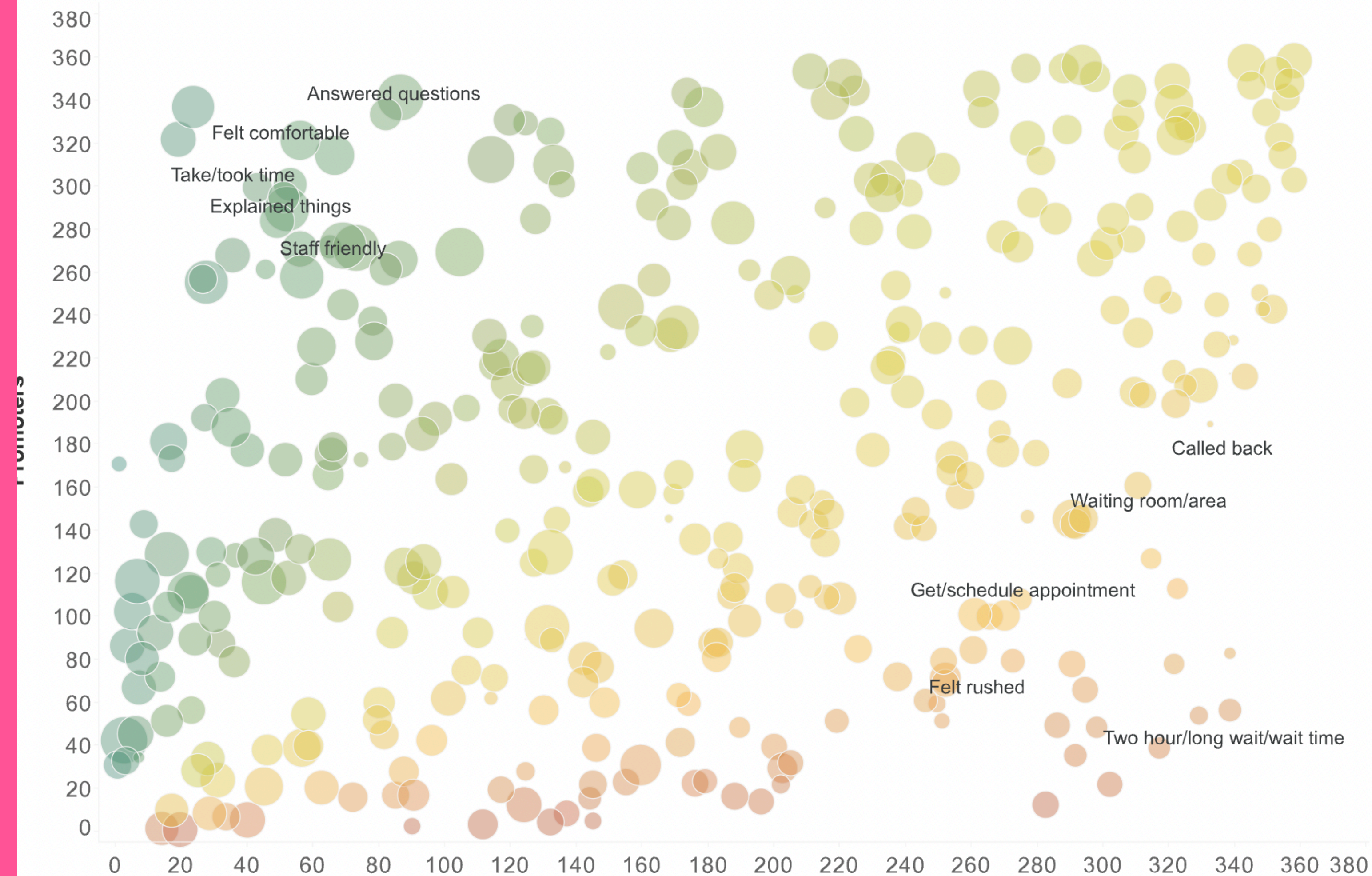
A White Paper from DifferentKind





What Makes Raving Fans Of Your Practice?

Language Use and Sentiment | Detractors vs. Promoters





What Makes Raving Fans Of Your Practice?

**#1 Way To Turn Detractors
Into Promoters**

**Care Provider
Listened**



DifferentKind Aggregated PX Data

Active Listening Question Star Distribution

★	★★	★★★	★★★★	★★★★★
5.8%	2.9%	3.2%	7.1%	81.0%

**~20% of patients feel
listening skills are lacking!**



DifferentKind Aggregated PX Data

“The dentist was impatient and harsh. He didn’t listen when I told him I was in pain and insisted that I was feeling pressure.”

Three Tips To Improve Listening Skills



☛ **‘You’ language
instead of ‘I’ language**



Three Tips To Improve Listening Skills



➤ **Effective sentence starters, e.g. “It sounds like...”**



Three Tips To Improve Listening Skills



➤ **Vocal intonation comes down or stays consistent at the end of a statement**

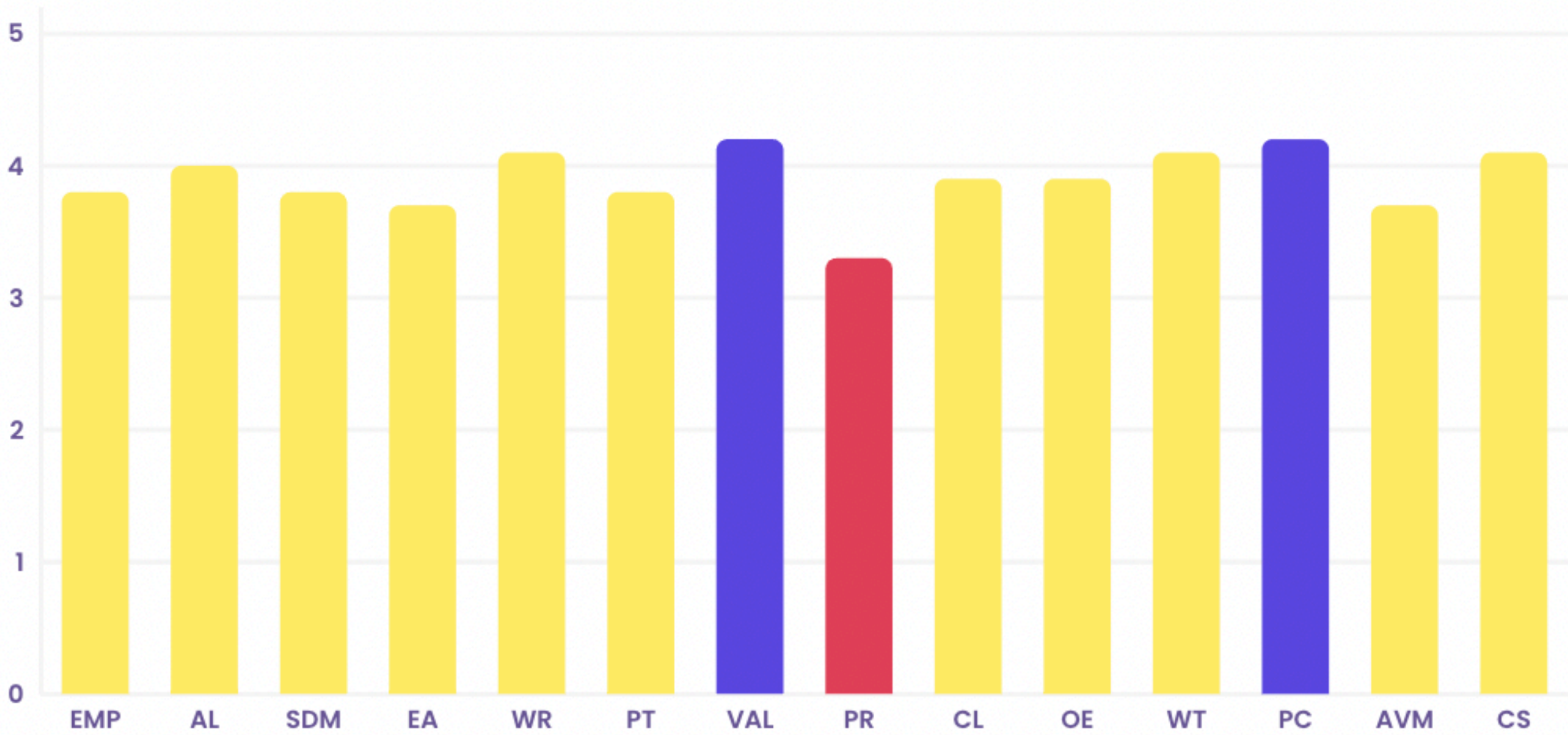




Experience Rating



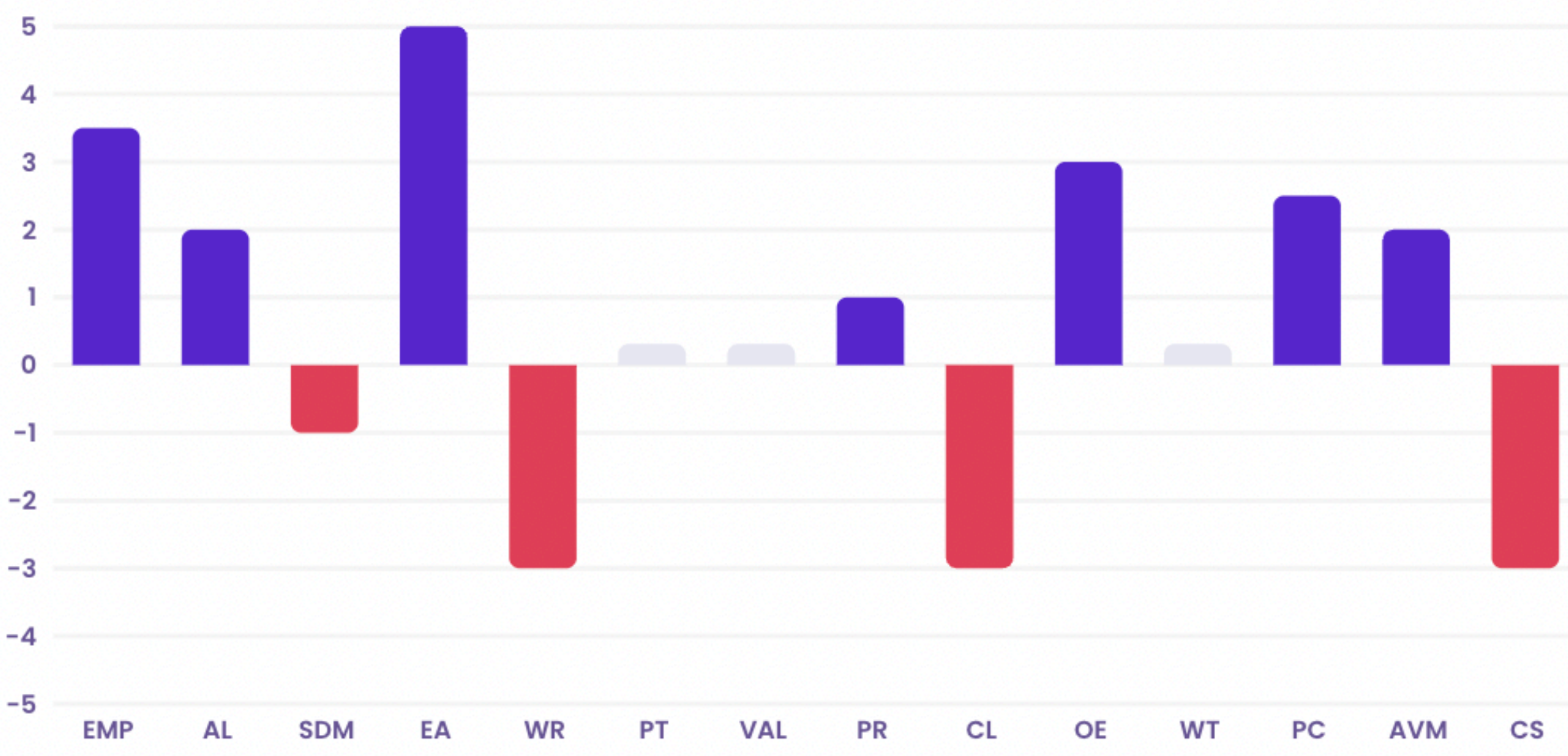
Jan 2023



Experience Change



May 2024



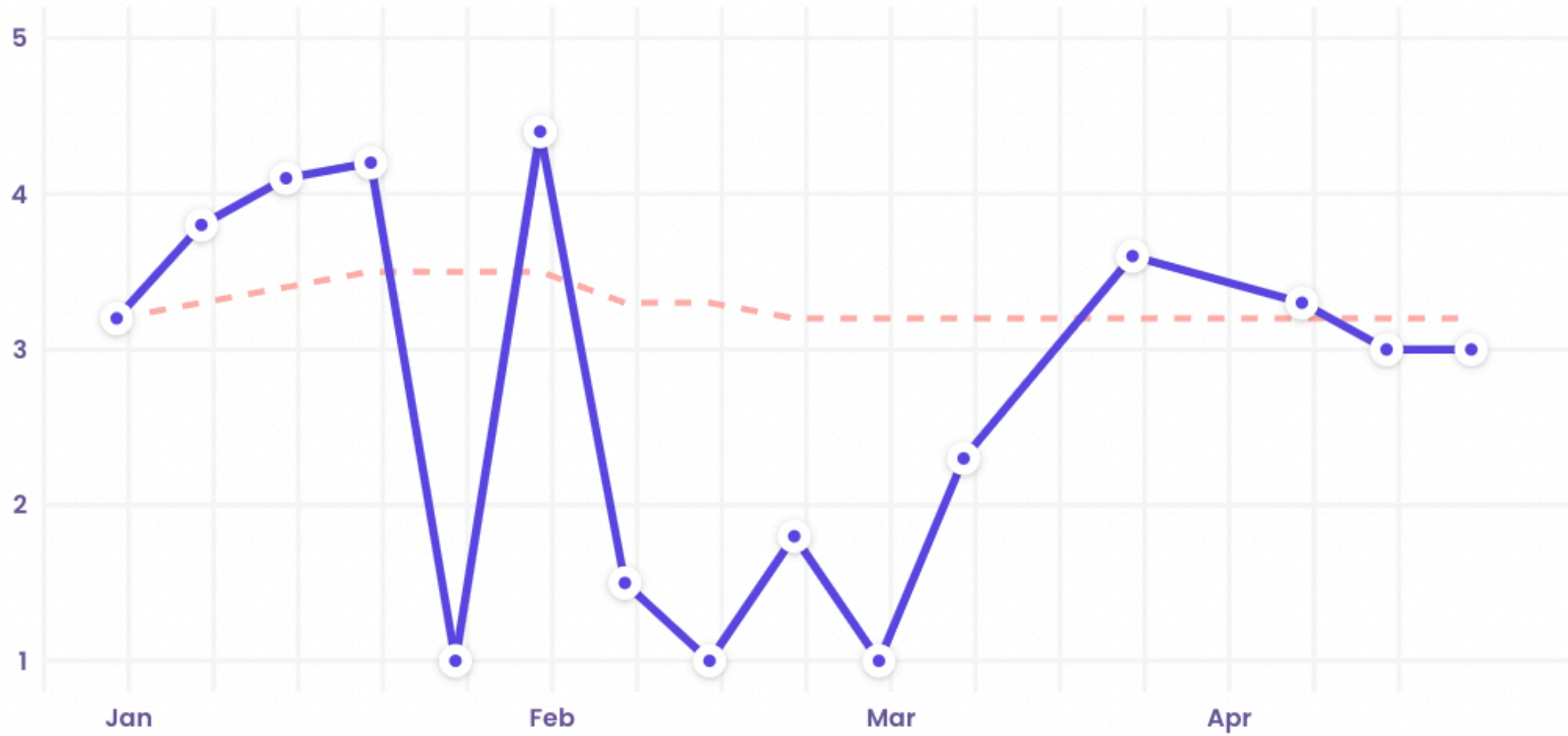


Experience Metric



Jan 2023 – Apr 2023

Active Listening



Top outlier metric



Aug 2023

All

- Active Listening**
New Dentistry (1) **1**
- Shared Decision Making**
Buena Vista (1) **1**
- Ease of Access**
Buena Vista (1) **1**



Discussion/Questions



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