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Do Patients Care About Crown Margins? - **Understanding What Matters To Patients Related To Clinical Skill**



differentkind



Purpose:

Share psychology, data, and insights into how patients determine that their dental providers are clinically proficient

Plan:

DifferentKind Clinical Skill Patient Insights: 15 minutes

Understanding how patients perceive skill level: 15 minutes

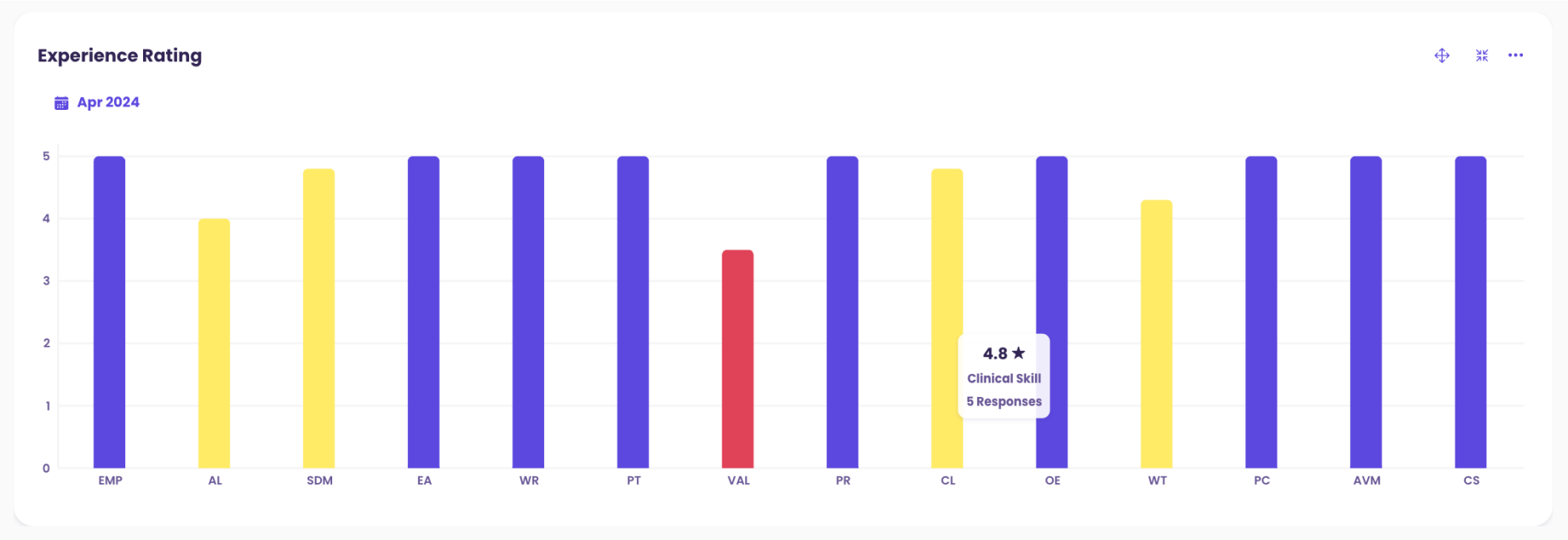
Active Steps to Improve Processes: 15 minutes

Q&A: 10 minutes

Outcome:

Give you implementable strategies to improve patient perception of clinical skill in order to drive patient experience and retention

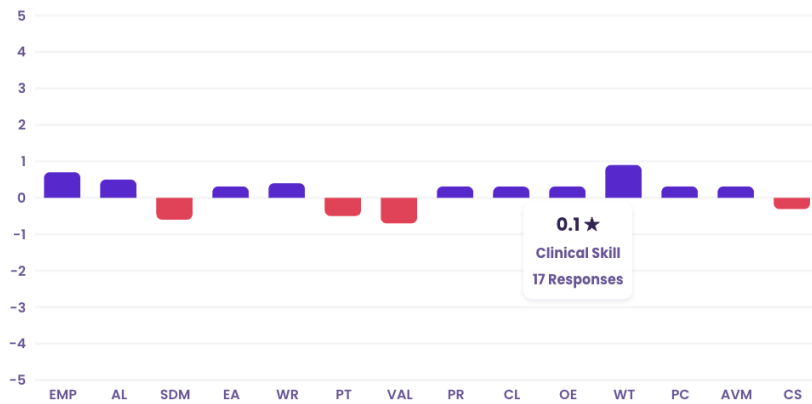
DifferentKind Patient Experience Measurement



DifferentKind Patient Experience Measurement

Experience Change

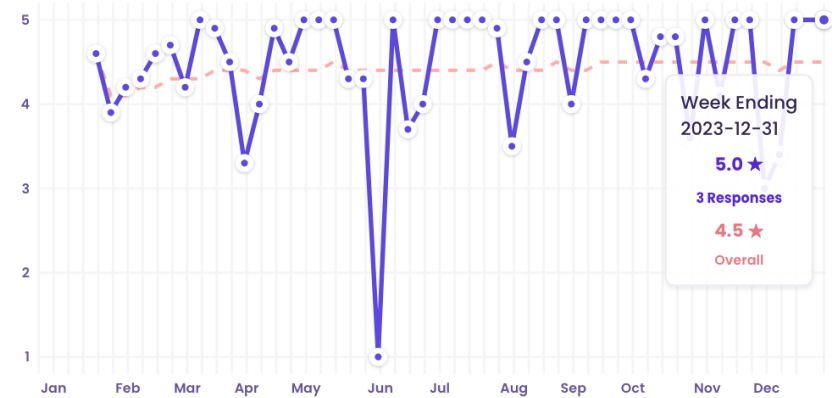
Nov 2023



Experience Metric

Jan 2023 - Dec 2023

Clinical Skill



DifferentKind Patient Experience Measurement

Wednesday, January 10, 2024

 Dr. Erin Norris  Salida Dental

This was my first time here, and everything was great!

5.0 ★

Wednesday, January 10, 2024

 Dr. Erin Norris  Salida Dental

Susan is the most gentle hygienist I've ever been to. She also does a great job of explaining things to me. I just wish it didn't take so long to get an appointment with her!

2.0 ★

Price Transparency: 3.0 ★ Ease of Access: 1.0 ★ Shared Decision Making: 3.0 ★



DifferentKind Aggregated PX Data

Clinical Skill Question Star Distribution

	★	★★	★★★	★★★★	★★★★★
	5%	2%	3%	9%	81%
Overall Stars	1	2	3	4	5

Written feedback one ★ responses on clinical skill question



Patient Consideration/Pain	32%
Quality of time spent	16%
Ability to get an Appointment	14%
Wait time	5%
Failed restoration	4%
Price transparency	4%

Patient consideration/pain feedback



After being numbed with a needle that went so far up, it penetrated my nasal cavity, I have been experiencing pain in my right nostril in the back that will not go away....That re-visit/evaluation was a complete waste of my time. Seriously re-thinking revisiting this location for treatment.

Patient consideration/pain feedback



The x-rays were more uncomfortable than other dentist offices.

Patient consideration/pain feedback



I have had a lot of dental work in my past. This was the roughest experience I've ever had by both the dentist and his assistant!

Patient consideration/pain feedback



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. He explained that he had been a dentist for 20 years and lots of people confuse pain and pressure.

Patient consideration/pain feedback



Had severe bruising around the right side of my mouth. Called next day 5 time but could not get in extension for my dentist. Had to leave message that may take up to 48 hours for response?



Quality of time spent

I had an appointment to have my teeth cleaned. I was told they needed cleaning really bad. She said I would have to do it in two visits. She would not do the first one on this visit. I had taken off work to come to this appointment.



Quality of time spent

Disappointed that the Doctor has not been present my last two visits. My last visit, my hygienist had some concern and recommended I make another appointment to see the Doctor.



Quality of time spent

This time I was having very bad experience with the dentist whom did not perform any dental procedures on me except x ray.

Ease of Access (ability to get an appointment)



Under staffed and dentist are rushed. I have to wait almost 2 months to get last quad deep cleaned.

Ease of Access (ability to get an appointment)



Couldn't get an appointment to finish the cleaning until October. Unacceptable.
Changing dentists

Ease of Access (ability to get an appointment)



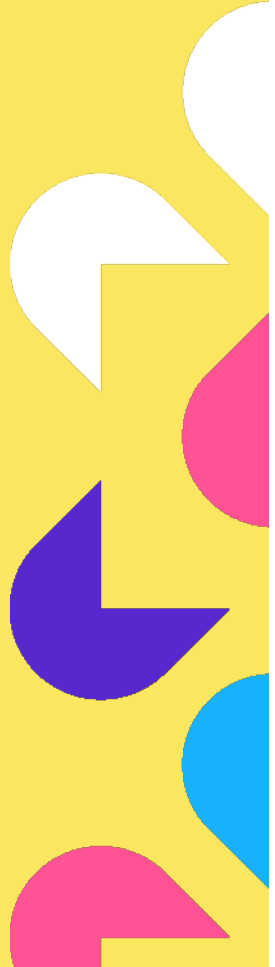
The receptionist has been rude every time I had to speak with her. Will never go back here again. Was supposed to have a teeth cleaning in july but it just got pushed back and pushed back. Was supposed to go late December.....what a joke

Understanding the components of patient
perception of clinical skill



• **“People don't care how
much you know until they
know how much you care”**

– Theodore Roosevelt



Understanding the components of patient perception of clinical skill

• **How do you foster understanding and alignment of expectations?**



Understanding the components of patient perception of clinical skill

• **If you say it before, it's a reason. If you say it after, it's an excuse**



Actionable tips – before treatment

- **Review your informed consent process**
 - Consent documents are not a permission slip
 - Communicate possible outcomes directly

Actionable tips – during treatment

- **Be mindful of your patient's comfort**
- **Find opportunities to add value**
- **Continue to use plain language with the patient**
- **Tell them what you're going to do, tell them what you're doing, and then tell them what you did**

Actionable tips – after treatment

- **Review your home care instructions and processes**
- **Call and check on your patient after major procedures and make sure they have a way to get in touch with you**
- **Align next appointment recommendation with availability and expectations**
- **Respond to patients immediately if they contact the office with questions or issues**



Discussion/Questions