



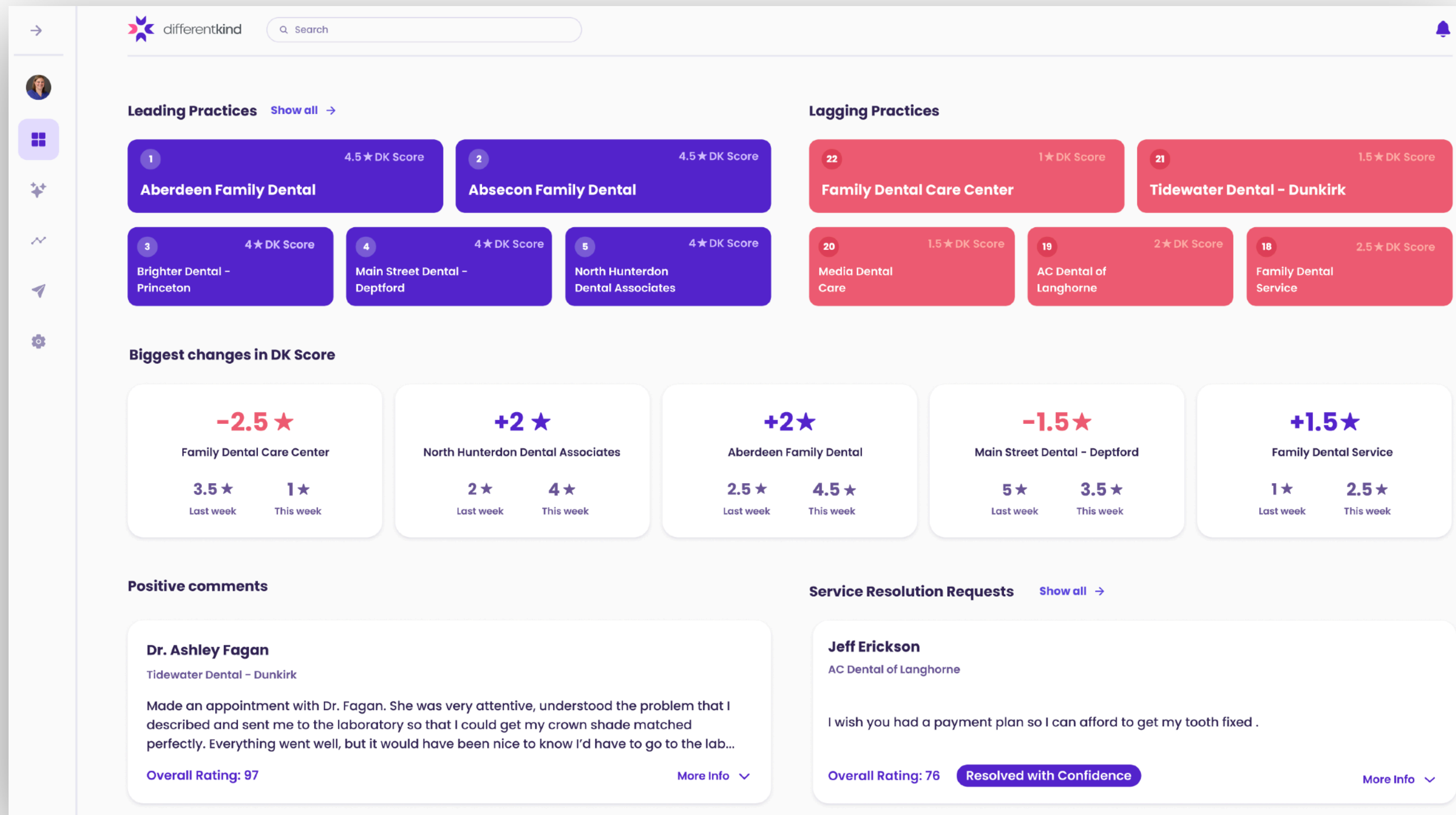
# Shared Decision Making

The Most Overlooked Skill for Creating  
Raving Fans of Your Practice

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# differentkind

## Measurably improving outcomes & experiences



## Helping Dental Groups Discover What Matters Most



*Immediate*  
Results in real-time



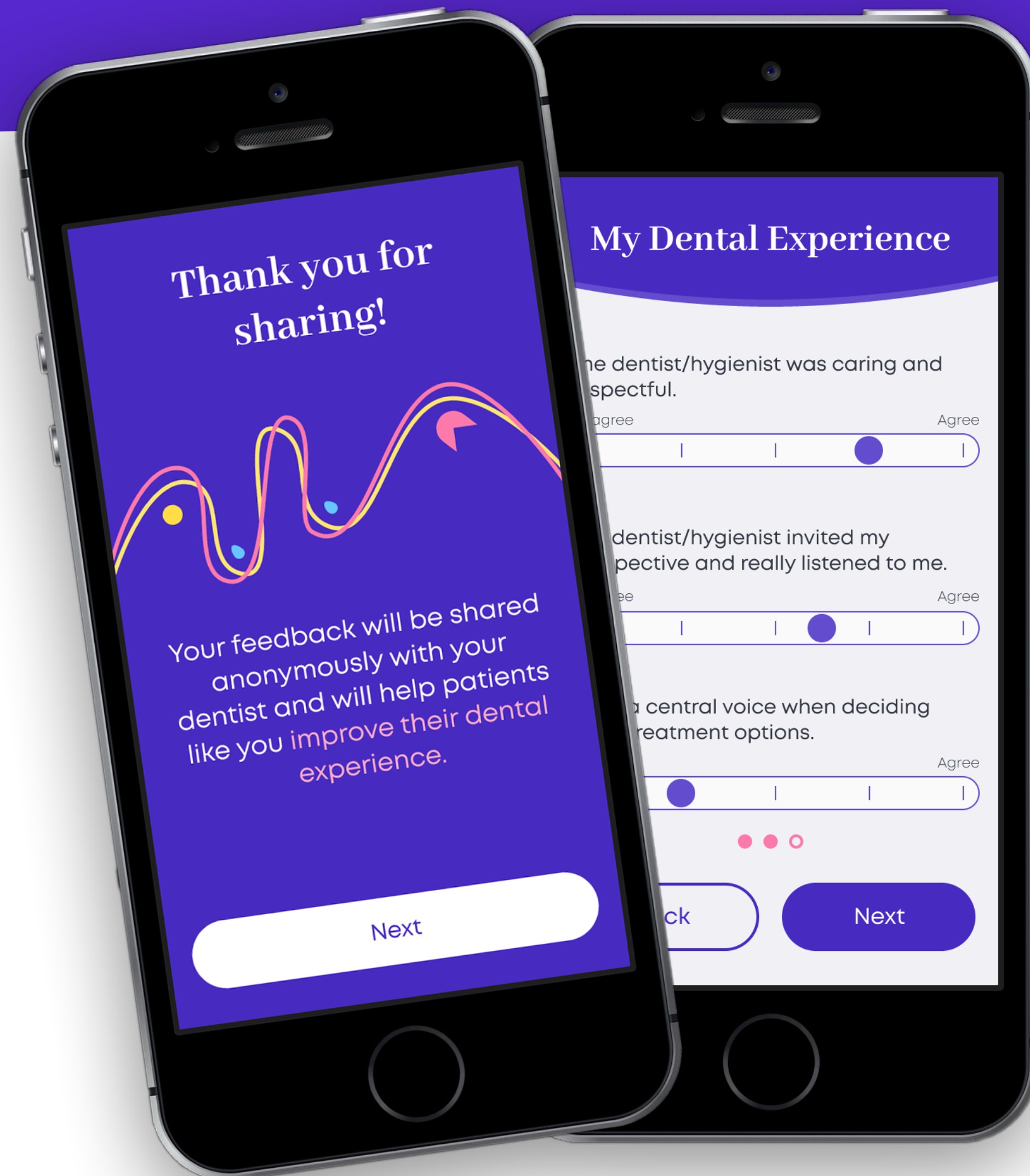
*Actionable*  
AI-Fueled Insights With Predictive Power



*Automated*  
Connected to the EDR

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Measurably improving outcomes & experiences



## Helping Dental Patients Have A Voice In Their Care



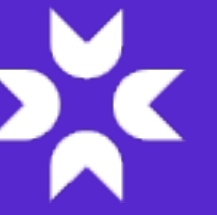
*Evidence-Based*  
Meaningful Metrics



*Convenient*  
Digital-first Experience



*Personalized*  
Built-in Service Resolution



## ***Purpose:***

Share psychology and data about how shared decision making (SDM) drives improved patient experience and discuss practical steps to implement SDM in oral health settings

## ***Plan:***

The Psychology of SDM: **10 minutes**

Data On The Impacts of SDM: **10 minutes**

Active Steps to Implement SDM: **25 minutes**

Q&A: **10 minutes**

## ***Outcome:***

Give you implementable strategies to improve SDM in your setting in order to drive patient experience and retention





# Why Do People Want To Be Involved In Their Decision Making?

**Consumer-  
Mindset**

**Autonomy  
Support**



# Shared Decision Making

An approach where clinicians and patients share the best available evidence when faced with the task of making decisions, and where patients are supported to compare options in order to achieve informed preferences.



# The SHARE Approach

**S** - Seek your patient's participation

**H** - Help your patient explore & compare treatment options

**A** - Assess your patient's values and preferences

**R** - Reach a decision with your patient

**E** - Evaluate your patient's decision



# The Business Case for SDM



**Patient  
Satisfaction**



**Treatment  
Compliance**



**Anxiety**





# Shared Decision Making In Patient Experience

**97%** of patients said SDM  
would be preferred during  
appointments and drive satisfaction



# Shared Decision Making In Patient Experience

**“Patients who participate in care-related decisions and who are given an explanation of their health problems are more likely to be satisfied with their care.”**



# What Makes Raving Fans Of Your Practice?



## Trends in Patient Experience 2023

A White Paper from DifferentKind



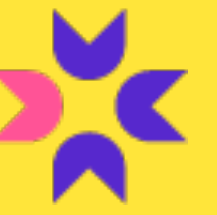


# Three *SDM* Truths from DifferentKind Data

- ↳ ***SDM* is the most correlated metric with NPS (Pearson's Correlation Coefficient >0.9)**





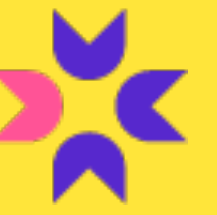


# Three *SDM* Truths from Different Kind Data

- ***SDM* is the ONLY metric that shows causation with NPS**







# Three SDM Truths from DifferentKind Data

- ↳ **SDM is the most correlated experience metric with improved outcomes (reduction of pain)**





# DifferentKind Aggregated PX Data

## SDM Question Star Distribution

	★	★★	★★★	★★★★	★★★★★
Adults	7%	3%	4%	17%	68%
Children	6%	2%	3%	8%	80%

**Lowest Metric for 5-Star Responses**



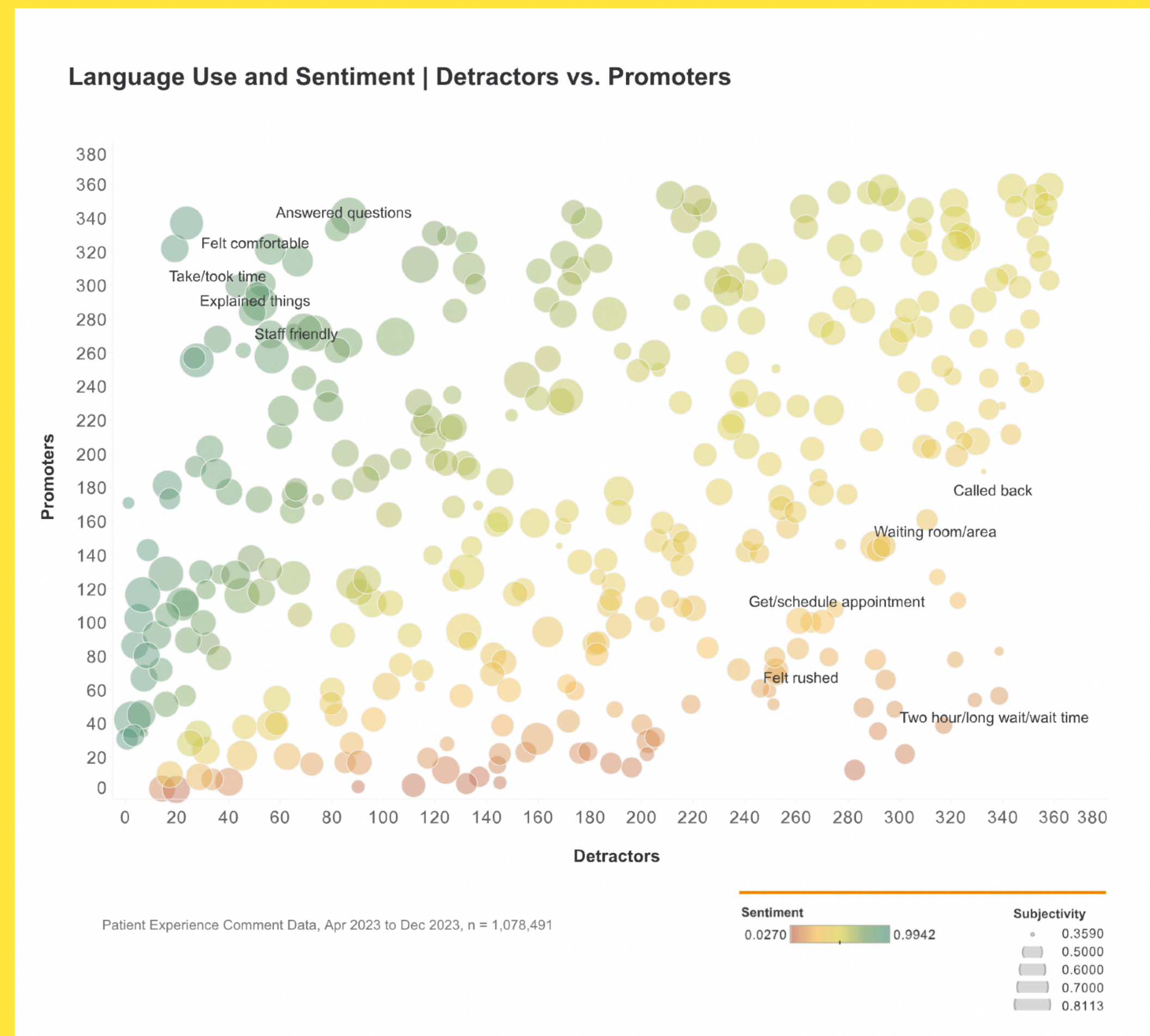
# DifferentKind Aggregated PX Data

**“The dentist was caring & understanding and helped me understand the outcome of my current situation to the best of his ability so I could make the correct decision in the treatment that I needed. Thank you so very much having my tooth pulled was the right decision and feel so much better now.”**





# Other Data Hinting at SDM



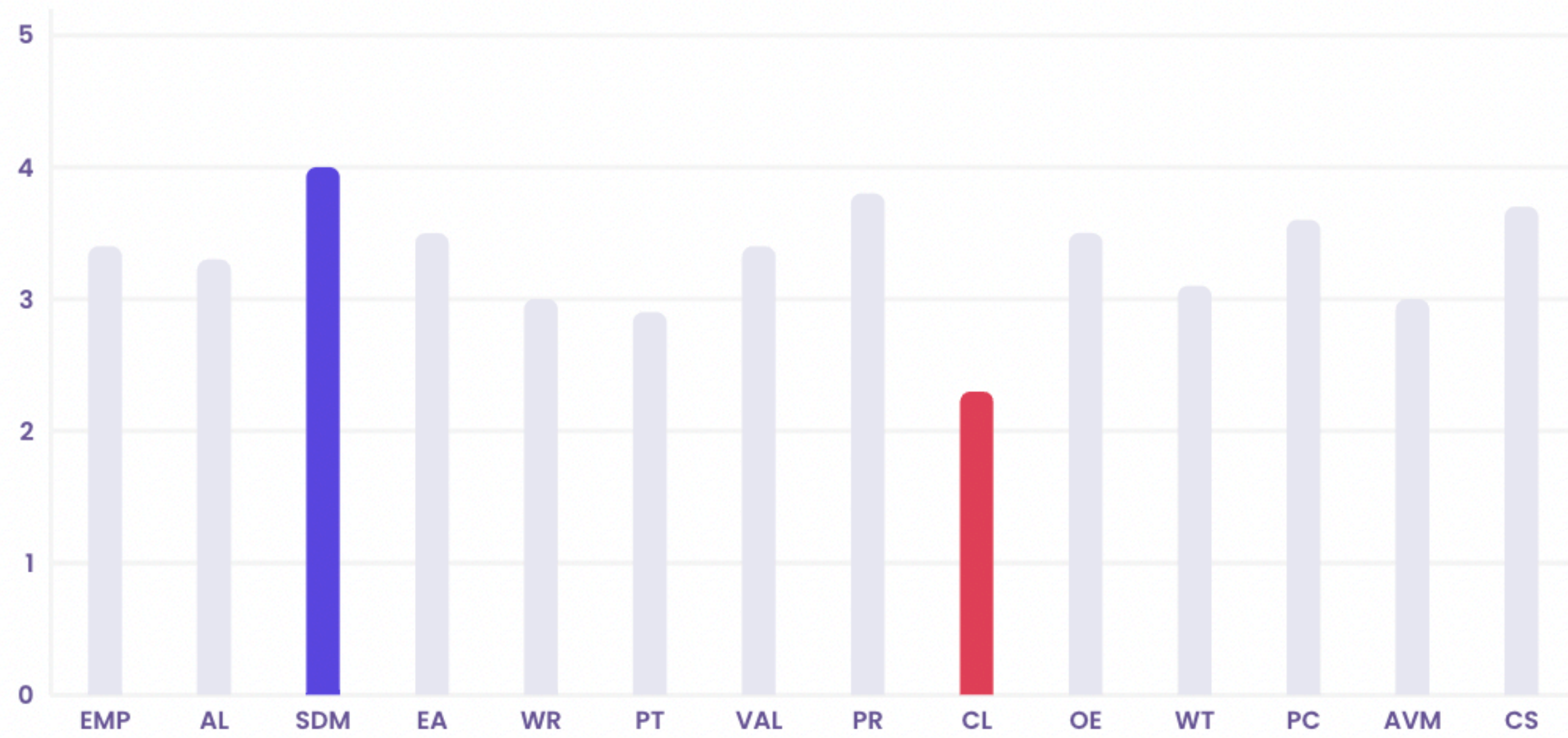




## Experience Rating



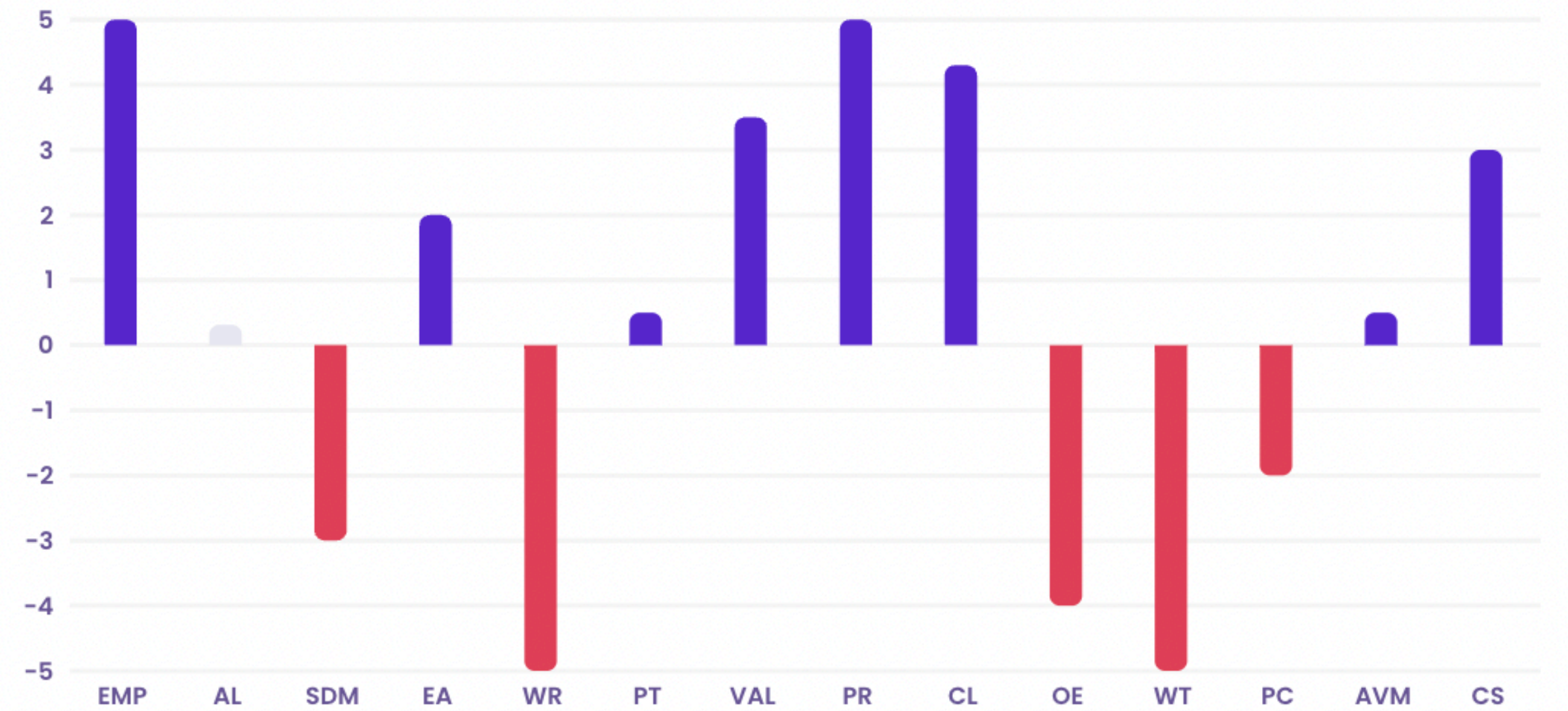
Mar 2023



## Experience Change



Oct 2023



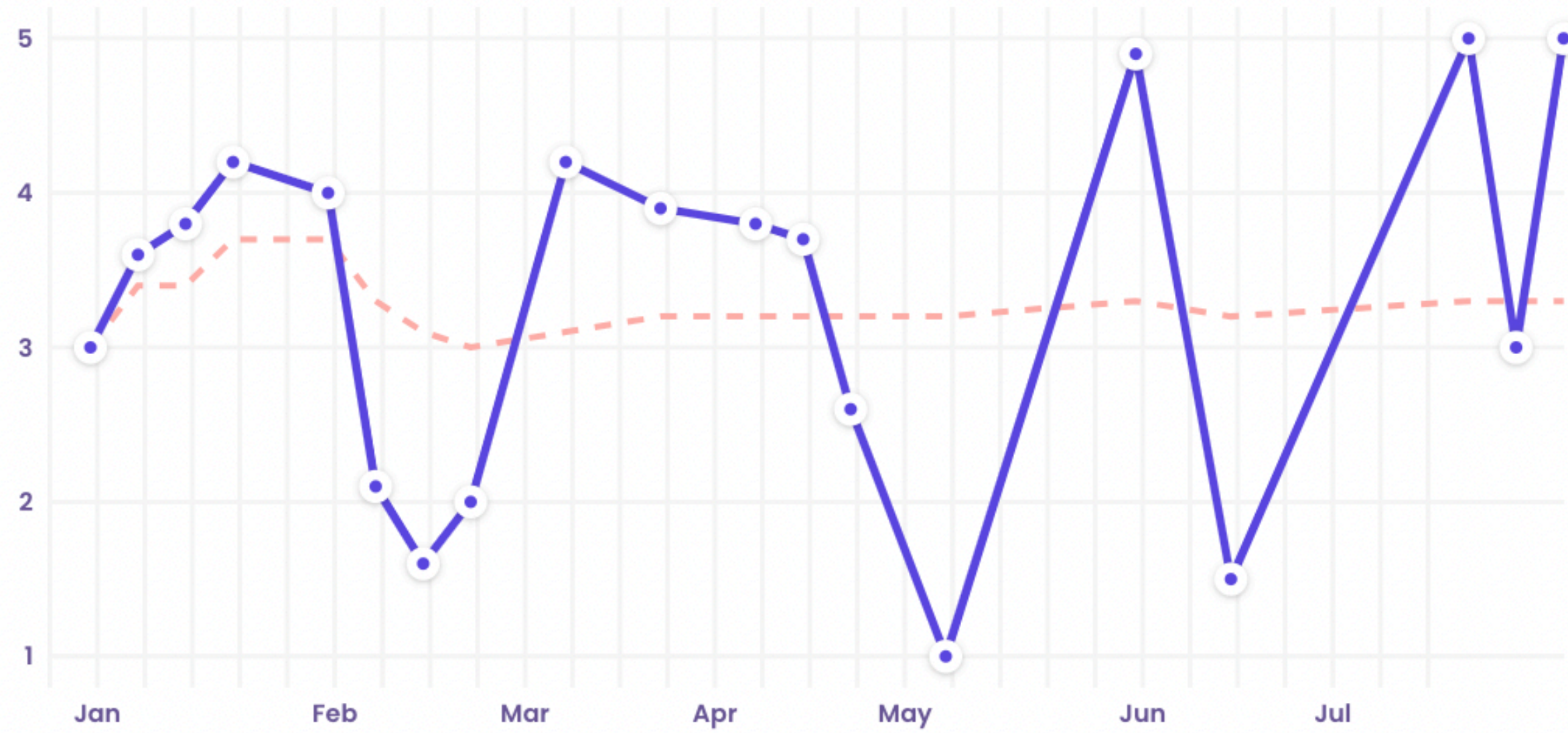




## Experience Metric



Jan 2023 - Jul 2023 Shared Decision Making



## Top outlier metric



Jan 2024 All

**Shared Decision Making**

Salida Dental (2)

2

**Price Transparency**

Salida Dental (1)

1

**Shared Decision Making**

Salida Dental (1)

1



**Discussion/Questions**



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