

Carolyn Brown, DDS, MEd  
Margaret McGuckin, MBA



# Delivering Value - Creating Differentiation That Sticks With Patients





## ***Purpose:***

Share psychology, data, and insights into how value impacts your bottom line

## ***Plan:***

DifferentKind Value Insights: 15 minutes

Understanding the components of value: 15 minutes

Active Steps to Improve Processes: 15 minutes

Q&A: 10 minutes

## ***Outcome:***

Give you implementable strategies to improve your value prop in order to drive patient experience and retention



# DifferentKind Aggregated PX Data

## Value Question Star Distribution

	★	★★	★★★	★★★★	★★★★★
	10%	4%	5%	8%	72%
Corresponding NPS	-5	46	58	89	99

[Net Promoter Score article](#)



## DifferentKind Aggregated PX Data - Correlations

**Shared Decision Making**



## DifferentKind Aggregated PX Data - Correlations

**Active Listening**



## DifferentKind Aggregated PX Data - Correlations

**Patient Consideration**



## DifferentKind Aggregated PX Data - Correlations

**Price Transparency**

Understanding the components of value



• **What do patients value in 2024?**



## Understanding the components of value



**➤ You have to value yourself before your patients will value you**



Understanding the components of value



◀ **Know what your patients want and deliver it**



## Understanding the components of value



- **Don't be afraid to ask for the money**





## i3 Ignite Quick Win Tools

- 1. Extreme Focus**
- 2. Work at the Intersection of People and Process**



## i3 Ignite Patient Experience and Process Chart

- **8 Stage Patient Process**
- **Bonus content! (look for email after webinar)**



**Discussion/Questions**