



No More Waiting

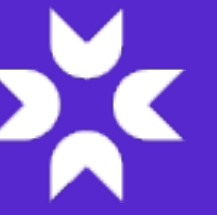
Minimizing Wait Time To
Maximize Retention



differentkind

+





Purpose:

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

Plan:

The Psychology of Waiting: 10 minutes

Data On The Impacts of Waiting: 10 minutes

Active Steps to Improve Processes: 20 minutes

Q&A: 10 minutes

Outcome:

Give you implementable strategies to reduce wait time in order to drive patient experience and retention



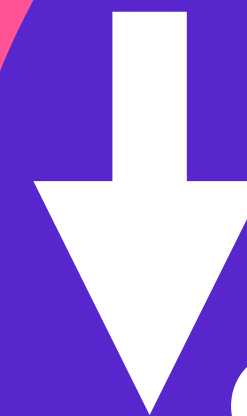
The Business Case for Reducing Waiting



**Patient
Retention**



Referrals



Cancellations



Two Kinds Of Waiting

**Access
Waiting**

**Service
Waiting**



The Two Laws of Service

$$S = P - E$$



The Two Laws of Service

**“It’s hard to play
catch-up ball.”**

Six Realities of Waiting

➤ **Occupied Time Feels
Shorter Than
Unoccupied Time**



Six Realities of Waiting



➤ **Anxiety Makes Waits
Seem Longer**



Six Realities of Waiting



❖ **Uncertain Waits Are
Longer than Known,
Finite Waits**



Six Realities of Waiting



➤ **Unexplained Waits
Are Longer than
Explained Waits**



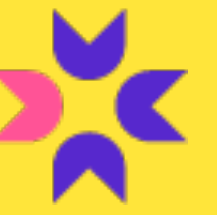
Six Realities of Waiting



↪ **Unfair Waits Are
Longer than
Equitable Waits**



Six Realities of Waiting



➡ **The More Valuable the Service, the Longer the Customer Will Wait**

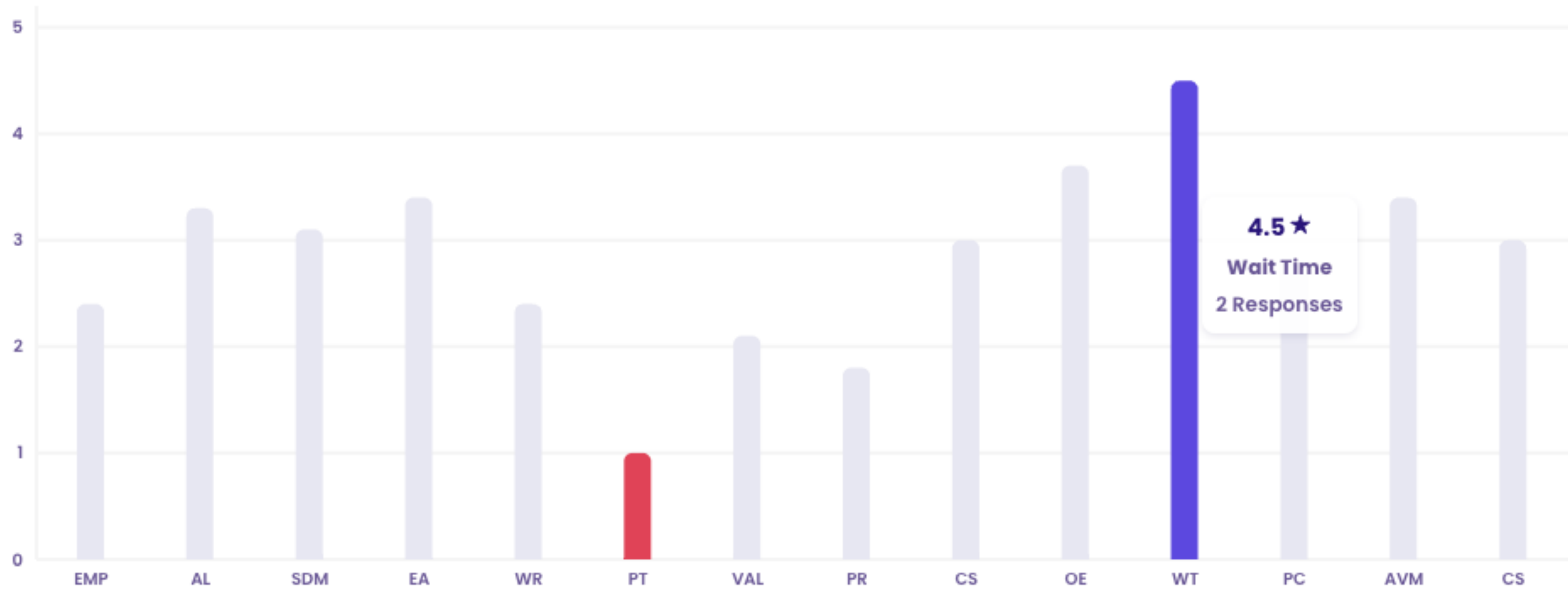




Experience Rating



 Aug 2023





11.07.2023

 Dr. Matt Allen  Salida Dental

Everyone at Salida Dental is great. My daughter really loves her dentist and the care team. The last few times we were here, though, the bill was more than we expected. It would be nice to have a better understanding of our insurance coverage beforehand.

2.0 ★ **Price Transparency: 1.0 ★**

11.01.2023

 Dental Dream

We enjoy coming here for our dental treatment.

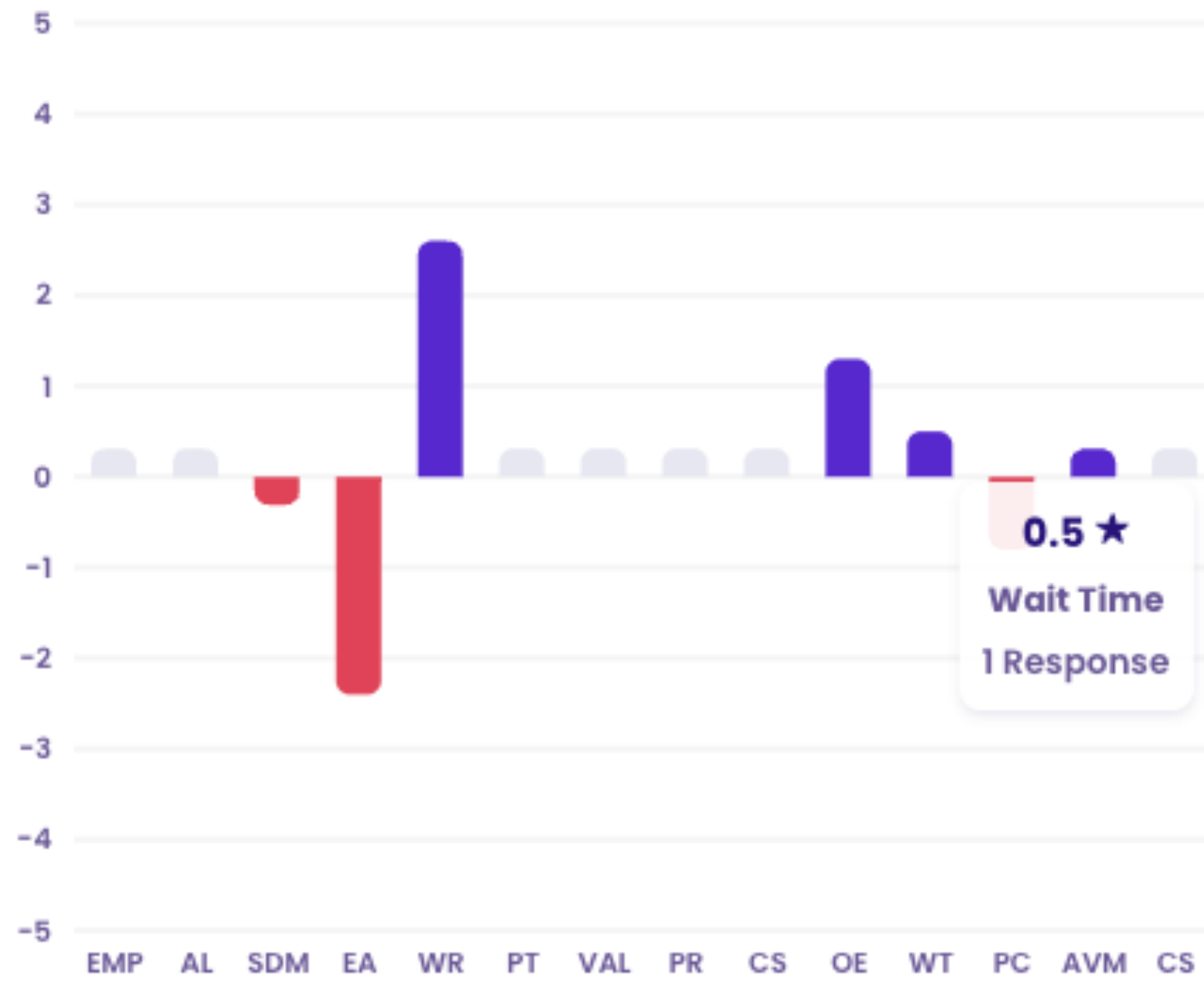
3.0 ★ **Willingness to Recommend: 1.0 ★**



Experience Change



📅 Sep 2023

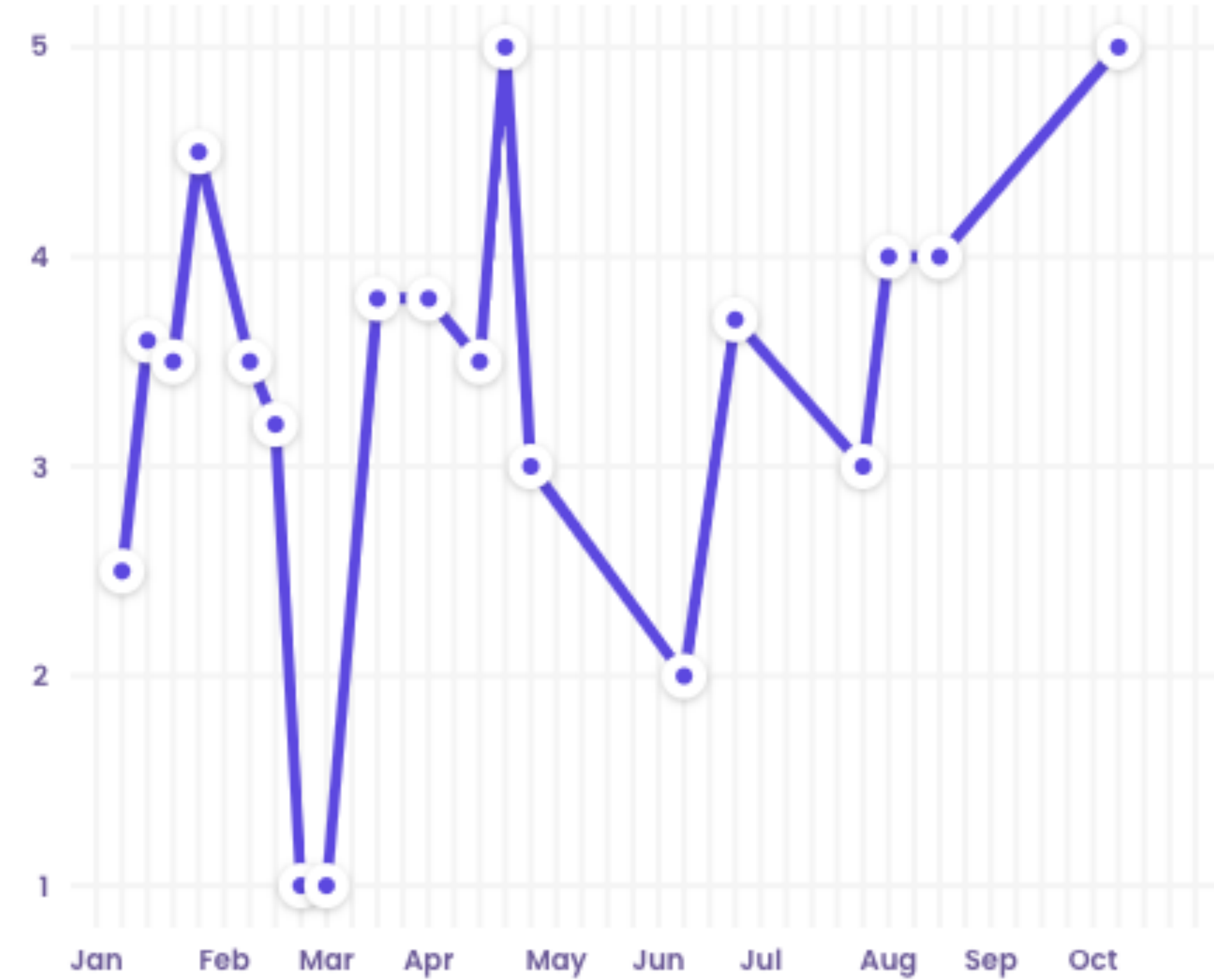


Experience Metric



📅 Jan 2023 – Oct 2023

Wait time ▾





DifferentKind Aggregated PX Data

Wait Time Question Star Distribution

★	★★	★★★	★★★★	★★★★★
7.6%	2.9%	4.7%	8.9%	74.9%

**>25% of patients are
waiting too long!**



DifferentKind Aggregated PX Data

Feedback Sentiment

	Negative	Neutral	Positive
All responses	8.9%	3.7%	84.0%
At least one 1 star response	41.4%	7.5%	43.6%
1 star wait time	62.5%	8.3%	25.0%



DifferentKind Aggregated PX Data

“When I said, please I've been waiting for close to an hour and I'm in pain, a girl behind the desk jumped up and yelled, we'll be with you as soon as they can!”



DifferentKind Aggregated PX Data

“My child appointment was scheduled at 3:00 and he wasn’t called to the back until 3:50. My other kids were getting restless.”



DifferentKind Aggregated PX Data

“We waited almost 20 minutes after my daughter’s appointment time to be seen!... It was extremely annoying and made me late for my son’s football practice!”



DifferentKind Aggregated PX Data

“Wait time was over an hour. Unacceptable especially with a restless 2 year old.”



DifferentKind Aggregated PX Data

“I waited 45 min for the dentist to spend 5 min brushing my sons teeth. The wait time is incredibly frustrating.”



DifferentKind Aggregated PX Data

**“I wait to long more the 1
hour!!!”**



DifferentKind Aggregated PX Data

“You to slow”



DifferentKind Aggregated PX Data

Star Ratings

Avg Rating - all surveys	Avg Rating for any survey with at least one 1 star	Average rating for surveys with 1 star for waiting
4.3	2.8	2.2



Other Studies On Patient Wait Times

The effect of wait times on patients' attitudes

Wait Time ^a	Repeat Visits ^b Highly Likely (%)	Quality ^c Excellent (%)	Very ^d Satisfied (%)	Recommend ^e Highly Likely (%)	Like ^f Very Much (%)
<16 min	82	76	25	82	76
16-30 min	75	63	44	65	68
31-45 min	62	48	18	55	59
46-60 min	58	38	8	42	54
> 60 min	33	28	5	22	33

$ab\chi^2 = 59.32, p < .00$

$ac\chi^2 = 41.54, p < .01$

$ad\chi^2 = 40.16, p < .00$

$ae\chi^2 = 66.79, p < .005$

$af\chi^2 (ns)$

Jeanne Hill, C & Joonas, Kishwar. (2005). The Impact of Unacceptable Wait Time on Health Care Patients' Attitudes and Actions. Health marketing quarterly. 23. 69-87. 10.1300/J026v23n02_05.



Other Studies On Patient Wait Times

Satisfaction with appointment	Waiting time - Provider was:		
	Early	On time	Late
Satisfaction with dental visit today?#	4.96	4.80	4.21***
I enjoyed the visit today.##	4.70	4.44	4.06**
I felt comfortable today.##	4.82	4.68	4.39**
I learned more about how to keep my teeth healthy.##	4.79	4.66	4.33*
Index "Satisfaction with appointment"	4.81	4.64	4.25***
Evaluations of relationship			
My provider was well prepared for my visit.	4.89	4.81	4.47**
My provider welcomed me in a friendly manner.##	4.89	4.89	4.69*
My provider explained what would be done today.##	4.89	4.87	4.56**
My provider took time to listen to me.##	4.91	4.87	4.53***
I trust my provider to give good treatment.	4.86	4.86	4.63*
I plan to follow my provider's recommendations.##	4.88	4.81	4.50**
I plan on returning to this provider.##	4.89	4.87	4.63*
I feel my provider values my time.##	4.89	4.85	4.34***
Index "Evaluation of relationship with provider"	4.89	4.85	4.54***

* $p \leq 0.05$; ** $p \leq 0.01$; *** $p \leq 0.001$

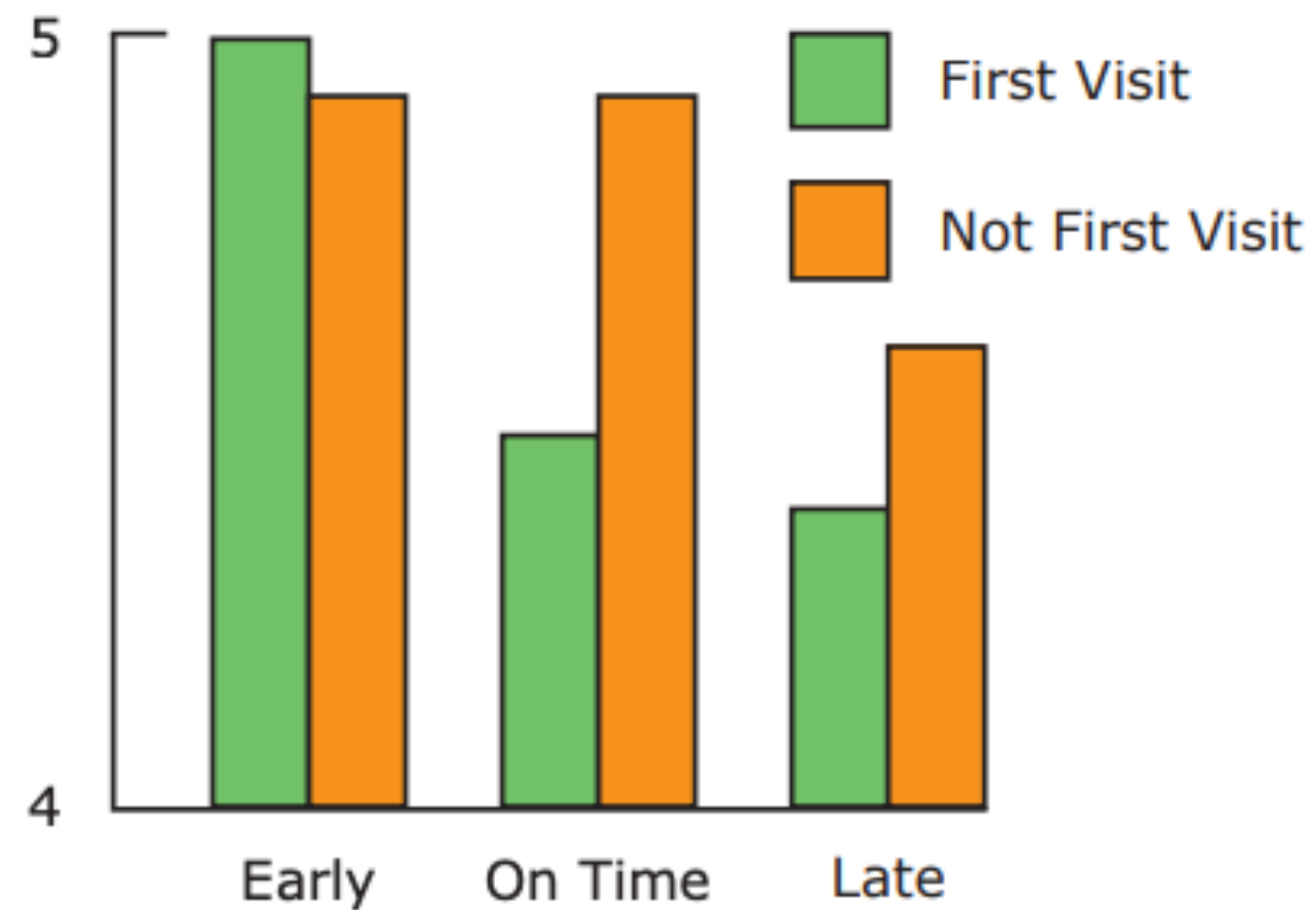
#Answers ranged from 1 = not at all to 5 = very satisfied

##Answers ranged from 1 = strongly disagree to 5 = strongly agree



Other Studies On Patient Wait Times

Figure 2: Average Evaluation of the Patient-Provider Relationship of Patients whose Provider Was Early, On Time or Late by First vs. Not First Visit with This Provider





Other Studies On Patient Wait Times

When asked which aspect of convenience/access was most important:

Same or next day appointments

Night or weekend hours

Minimal waiting room time

Convenient location to them

Patients overwhelmingly said “minimal waiting room time”



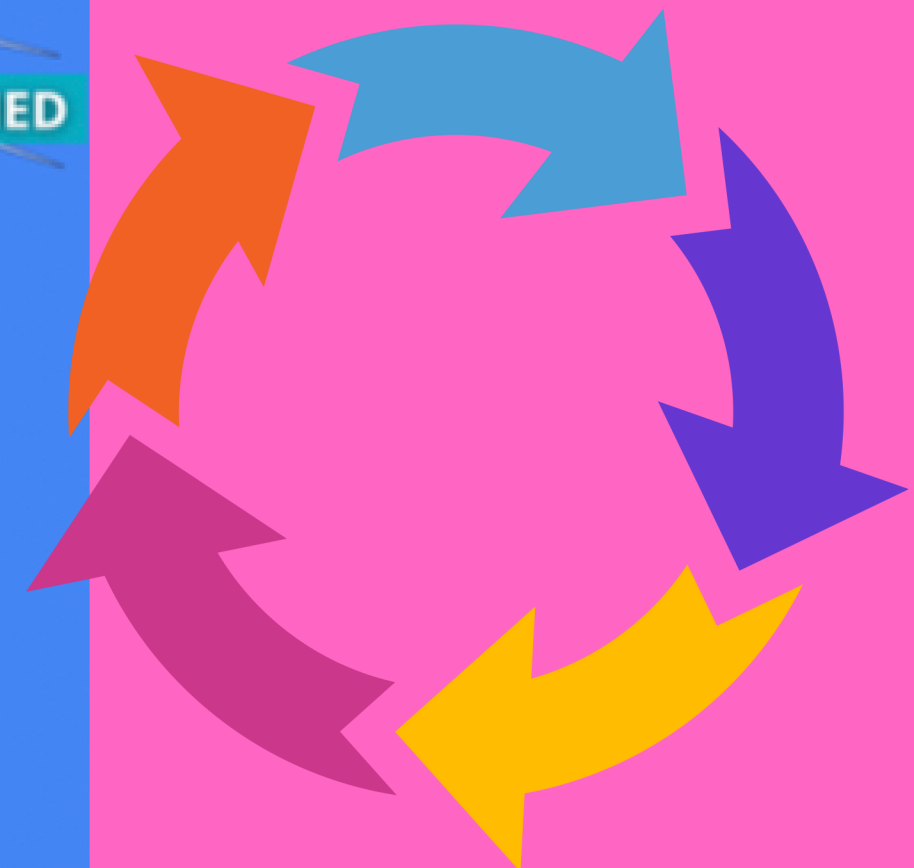
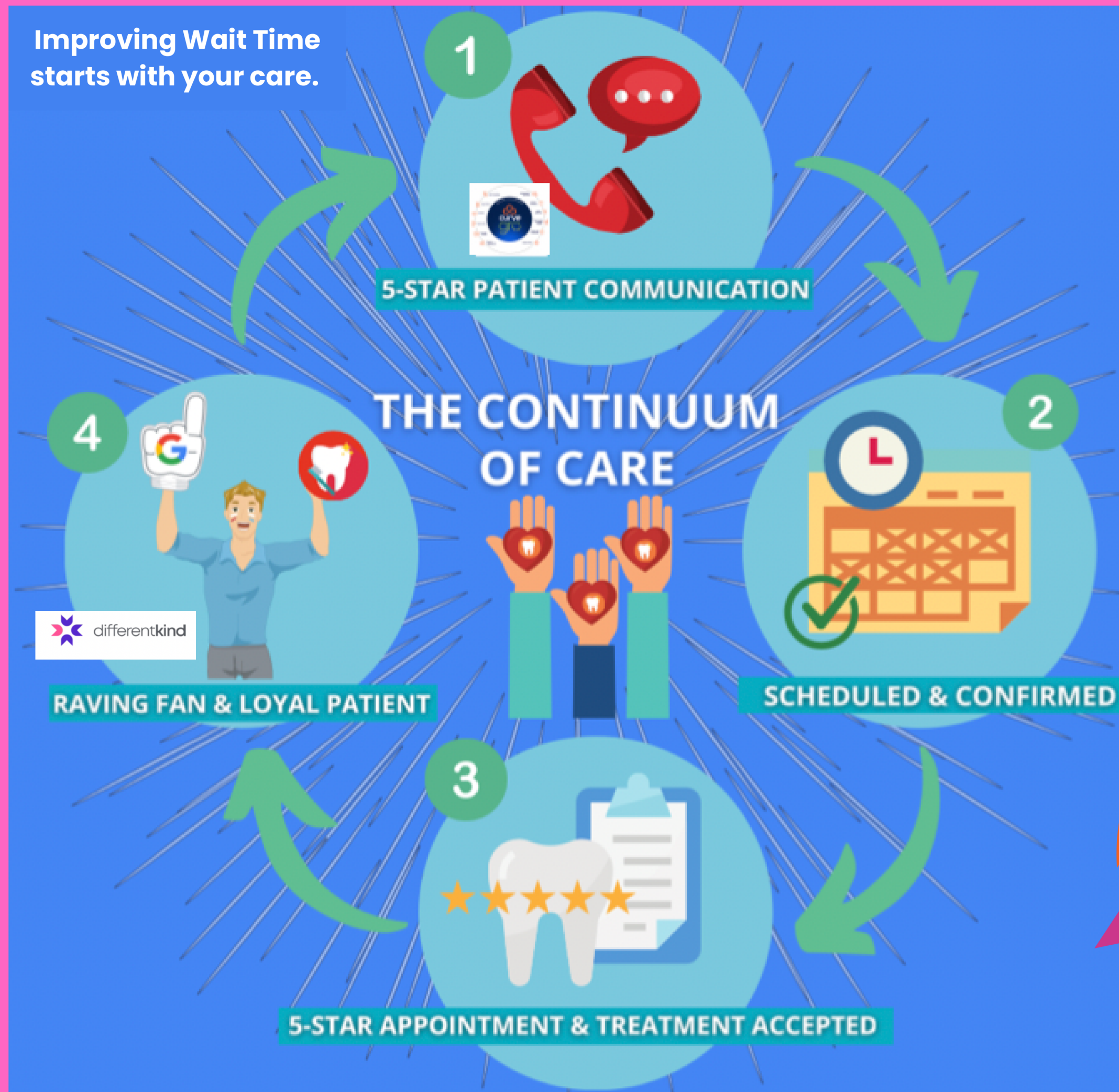
Other Studies On Patient Wait Times

“Maintaining on-time appointments (i.e. reducing patient time in the waiting room) has the highest correlation with satisfaction of any non-procedure- specific dimension.

You may have the nicest, most welcoming waiting room in the world but if you can’t quickly get patients out of it and into the chair, they’re likely to feel so dissatisfied that they’ll seek care elsewhere. *And this issue is ubiquitous. Fewer than half of respondents to the survey reported being ‘very satisfied’ with wait times, and 21% of respondents gave their current dentist a low rating (3 out of 5 or below) in this arena.*

*Timely appointments are especially important to younger respondents; **just 37% of Dandy Dental Study respondents younger than 36 give wait times at their current dentist top marks vs 44% of respondents 56 and older.**”*

Improving Wait Time
starts with your care.



Your Daily Checklist for Success

Morning Huddle (5 minutes)

- ☐ Review the day's schedule for potential bottlenecks.
- ☐ Assign a team member to monitor wait times and patient flow.
- ☐ Discuss any scheduled procedures that may impact wait times.

Patient Intake & Scheduling (10 minutes)

- ☐ Confirm patient appointments and send reminders via SMS or email.
- ☐ Review online pre-appointment forms for completion.
- ☐ Update any scheduled buffer times to accommodate for unforeseen delays.

Communication Standards (Continuous)

- ☐ Greet each patient warmly and provide clear wait time expectations.
- ☐ Update patients about their wait status regularly.
- ☐ Train all staff members to maintain a patient-centric communication style.

Environment Check (5 minutes)

- ☐ Ensure the waiting area is clean, comfortable, and well-stocked with amenities.
- ☐ Check that digital displays (if any) are functioning and showing accurate wait times.

Feedback Review (10 minutes)

- ☐ Go over any patient feedback received the previous day.
- ☐ Implement actionable items from feedback.
- ☐ Share positive feedback with staff to boost morale.



Communication Standards (Continuous)

- [] Greet each patient warmly and provide clear wait time expectations.
- [] Update patients about their wait status regularly.
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Environment Check (5 minutes)

- [] Ensure the waiting area is clean, comfortable, and well-stocked with amenities.
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Feedback Review (10 minutes)

- [] Go over any patient feedback received the previous day.
- [] Implement actionable items from feedback.
- [] Share positive feedback with staff to boost morale.

End of Day Review (10 minutes)

- [] Assess the day's flow and identify any issues.
- [] Record wait times and any patient complaints for analysis.
- [] Plan for next-day adjustments based on the day's learnings.





Build Your Tag Foundation for success from the beginning

- Add CDT Codes for Schedule Accuracy
- Know Your Daily Production
- Create the Foundation for all other visit elements

Tag Name : **NEW PATIENT**

Default Frequency : **6** months and **1** days

Default Provider : **Select Provider**

Default Number of Units : **6**

Color in Scheduler : **#ffff00**

Status : **Active**

Charges : **(-)**

Add Charge

D0330 - Panoramic (**remove**)

D0150 - Comprehensive Oral Evaluation (**remove**)

D1120 - Prophylaxis, Child (**remove**)

D0274 - Bitewings. Four (**remove**)

Improve the intake

Note Templates > Templates > Edit

Template Name
New Patient Visit

Category
Hygiene Bay

Select Color

*Required

Template Builder

Search field(s)

Tool Box

- H Section Header
- ⊕ Checkbox
- ▼ Dropdown
- ⦿ Radio
- ⌘ Repeater
- A Short Answer
- 📄 Text Block
- ☰ Text Box
- Anterior, Posterior
- Diagnosis Reason
- Excellent, Good, Fair, Poor

New Patient Visit

Chief complaint: *

Select All That Apply *

☐ Habits (nails, thumb, etc) ☐ Orthodontic Concerns ☐ Describe Sleep ☐ Speech Concerns ☐ Eating/Feeding Concerns ☐ No Habits

Explain Complaints / Habits *

Ortho or Appliance History *

☐ Braces or Invisalign ☐ Retainer ☐ Myobrace ☐ ALF ☐ None

Provider / Name of Office *

improving efficiency

Generate Shortcuts for Treatment Planning Aligning with your Tag Foundation

Add shortcut to New Patient Visit list

Shortcut name

New Patient

* Required

Description

Color

Cancel

Done

+ Add line item

Line items

Options

D0277 - Vertical Bitewings, Seven +

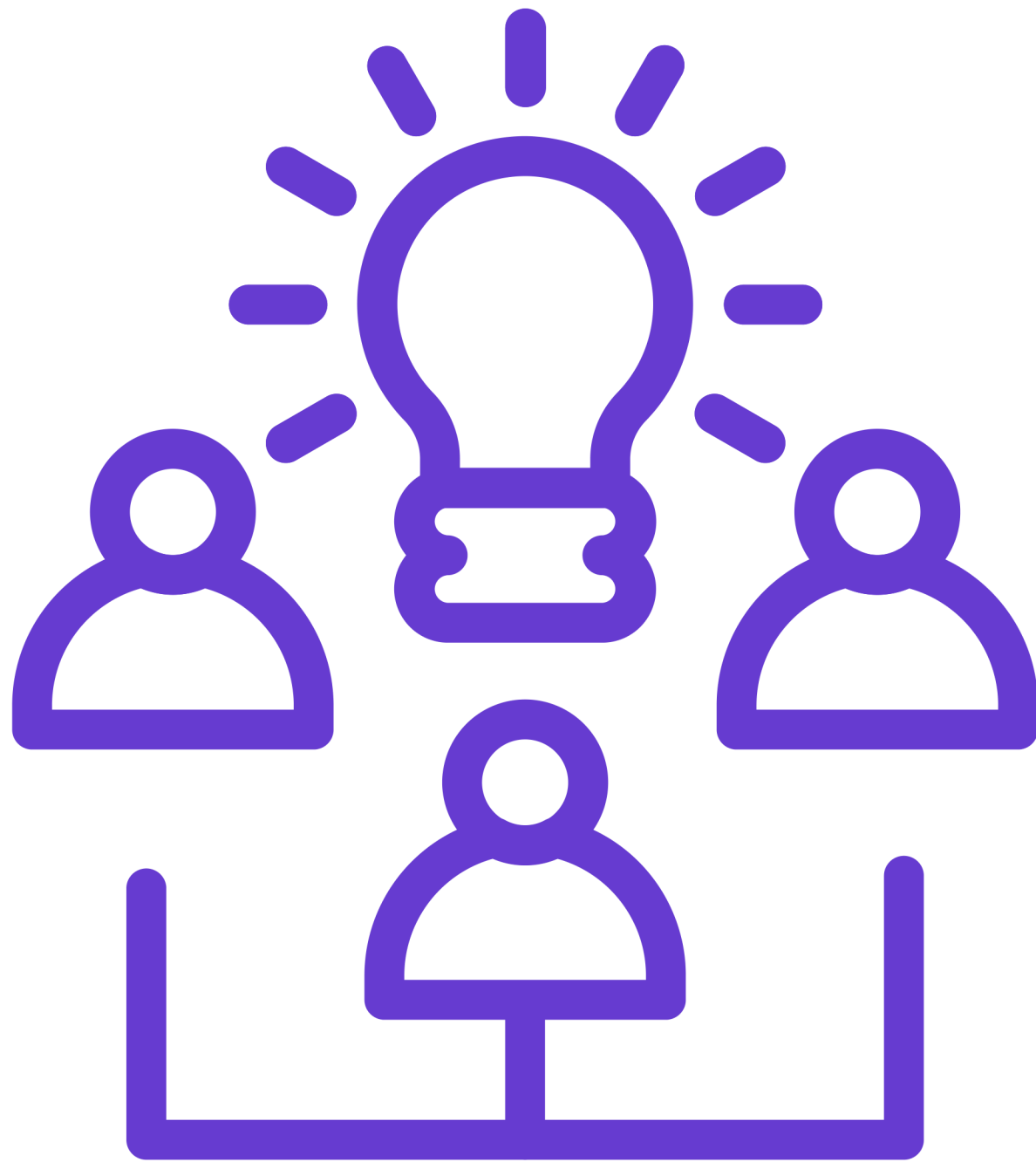
D0150 - Comprehensive Oral Evaluation

D1206 - Topical Fluoride Varnish

D0330 - Panoramic



Achieving Team Synergy & Alignment



Playbook for when to call it and then role playing those conversations



Open Communication



No Second Guessing Length of Visit, Set it up for Success from the Beginning



Patient Satisfaction Depends on Your Prebuilt Expectations

“We know your time is valuable.”

Know when to call it

**Build levels of escalation
in communication**

***Gifts for patients at
levels of wait time
concerns***



Know how your team is performing, so you know your wait time

We want you to know a survey is coming your way. If you had a good experience, let us know so we can do more of the same. If you had a bad experience, tell us about it so we can make it right and do better for all our patients at Kidstown. Either way, thank you for your comments."

-The Crew of Kidstown

**THANK YOU
FOR THE OPPORTUNITY
TO CARE FOR YOU &
YOUR FAMILY.**

SEE REVERSE SIDE FOR OUR NEW OFFERINGS!



kidstowndentist.com



281-394-7040



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Discussion/Questions