

PRACTICAL CLINICAL COURSES

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Career Development Program

V4734

Effective Communication Techniques for the Entire Dental Team

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Materials Included

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Sources of Products Discussed in

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Presented by: Katherine Eitel Belt, CSP & Gordon J. Christensen, DDS, MSD, PhD

1. **Calibration Retreat**
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6. **The Lioness Principle’s Transformational Training Video**
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7. **Training Exercise Kit**
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Product names, the products themselves, and company names change rapidly. Please contact the companies shown to confirm current information.

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PROGRAM

V4734 Effective Communication Techniques for the Entire Dental Team

CLINICIANS RESPONSIBLE:

Katherine Eitel Belt, CSP

Founder & CEO of LionSpeak
Unscripted Communication Expert
International Keynote Speaker, Author, and Coach

Gordon J. Christensen, DDS, MSD, PhD

CEO, Practical Clinical Courses
CEO, CR Foundation
Practicing Prosthodontist, Provo, Utah

GOALS & OBJECTIVES

At the completion of this video presentation, viewers should know the following:

1. Why is excellent communication important in many aspects of dentistry?
2. How does proper communication influence your office team?
3. How does proper communication influence your patients?
4. How does proper communication influence your position in the community?
5. Is good communication gifted or learned?
6. Can you learn to be a better communicator?
7. Should all the communication in your office be scripted?
8. How can you positively increase providing clarity in your office communications?
9. List five or more ways to make your communication clear and understandable.
10. How can you sense if your communication with a group or individual is being understood?
11. How can you positively influence your staff to support your practice vision?
12. How can you make your vision for your practice more adequately understood and carried out?
13. What is a validator personality vs. a contrarian personality?
14. How can being a listener and validator influence better communication?
15. How can a validator leader manage conflict in the office?
16. List five or more ways to better communicate with your patients.
17. How can handing off confrontational issues to staff positively influence communication?
18. List the best ways of communicating to close treatment plan acceptance?
19. In your community what do you “champion” – for what is your practice known?
20. How do you best communicate empathy to your staff, patients, and community?

OVERVIEW

V4734 Effective Communication Techniques for the Entire Dental Team

Each of us communicates every day in all our interactions with others. How well or poorly do we communicate? Can we do better? Is excellent communication a learned skill, or can you work at making it better to improve your leadership skills, your dental team efficiency, your patients' understanding, and your influence and service in the community? This presentation provides the following information, and if implemented by viewers, it will greatly improve communication:

- How excellent communication is important in many aspects of dentistry
- How proper communication influences your office team
- How proper communication influences your patients
- How proper communication influences your position in the community
- Ways to improve your communication skills
- Learning to be a better communicator
- Scripting some of your communications and not others
- Increasing clarity in your office communications
- Ways to make your communication clear and understandable
- Sensing if your communication with a group or individual is being understood
- Positively influencing your staff to support your practice vision
- Making your vision for your practice more adequately understood and implemented
- Validator personalities and contrarian personalities and how they influence communication
- How being a good listener and validator influences communication
- How a validator leader can best manage conflict in the office
- Ways to better communicate with your patients
- Handing off confrontational issues to staff to positively influence communication
- The best ways of communicating to close treatment plan acceptance
- Developing what you promote or emphasize in your practice and having it recognized by the community
- How to best communicate empathy to your staff, patients, and community

SUPPLEMENTAL MATERIALS

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1. Touati R, Sailer I, Marchand L, Ducret M, Strasding M. Communication tools and patient satisfaction: A scoping review. *J Esthet Restor Dent*. 2021 Dec 25.
2. Chiou SJ, Lee LH, Lee PC, Lin KC. Better Self-report Health Status and Provider – Patient Communication in Dental Service Can Improve the Patient Experience: A Cross-year Comparison from the NHI Survey. *Health Commun*. 2020 Nov;35(13):1569-1575.
3. Palaiologou A, Kotsakis GA. Dentist-Patient Communication of Treatment Outcomes in Periodontal Practice: A Need for Dental Patient-Reported Outcomes. *J Evid Based Dent Pract*. 2020 Jun;20(2):101443.
4. Ghosh AK, Joshi S, Ghosh A. Effective Patient-Physician Communication – A Concise Review. *J Assoc Physicians India*. 2020 Jun;68(6):53-57.
5. Takahashi N, Yamamoto H, Hirata S, Sugihara N, Mochizuki R, Takahashi T, Mataka S, Katakura A. Effectiveness of Communication Studies Program at Tokyo Dental College Based on Comments from Members of Public in Educational Organization. *Bull Tokyo Dent Coll*. 2019 Dec 10;60(4):297-302.
6. Tang WC, Kingsley K, Reinke R. Impact of Collaborative Leadership in Dental School Team Clinics. *J Dent Educ*. 2019 Dec;83(12):1436-1444.
7. Blakeman C. Get off the Treadmill Podcast: Stimulating Your Team to Be Leaders of Their Own Practice Responsibilities. www.gottsummit.com July 2019.
8. Christensen GJ. Ask Dr. Christensen: We already have the perfect team. *Dental Economics*. 2018 Aug;108(8):82-84.
9. Christensen GJ. Ask Dr. Christensen: Educating staff for practice efficiency. *Dental Economics*. 2018 Jan;108(1):68-70.
10. Christensen GJ. Ask Dr. Christensen: Finding optimum continuing education. *Dental Economics*. 2016 Sep;106(9):97-99.
11. Christensen GJ. Ask Dr. Christensen: Simple methods to increase service to patients and revenue. *Dental Economics*. 2015 May;105(5):84-85.
12. Christensen GJ. Recommending the best treatment for patients. *J Am Dent Assoc*. 2013 Apr;144(4):426-8.

SUPPLEMENTAL MATERIALS (Cont'd)

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13. Christensen GJ. Helping patients understand and accept the best treatment plans. J Am Dent Assoc. 2011 Feb;142(2):197-200.
14. Christensen GJ. How Will Communications Between Patient/Dentist/Technician Change in the Future? Aurum Ceramic Newsletter. 2003 Nov;7(4):3.
15. Teutsch C. Patient-doctor communication. Med Clin North Am. 2003 Sep;87(5):1115-1145.
16. Christensen GJ. Educating dental staff members for optimum patient service. J Am Dent Assoc. 1999 Dec;130(12):1783-85.
17. Christensen GJ. Presenting excellence: polish your communication skills. An interview with Dr. Gordon Christensen. Interview by Mark Saxen. Dent Manage. 1989 Feb;29(2):34-8, 40.

POST-TEST

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1. Excellent communication skills can be learned.
 - a. True
 - b. False

2. Scripting communication for your office is:
 - a. always necessary.
 - b. never necessary.
 - c. necessary for some subjects and not for others.
 - d. none of the above.

3. An effective leader:
 - a. does not need excellent communication skills.
 - b. needs excellent communication skills.

4. Communicating effectively with your dental team requires:
 - a. clarity.
 - b. inspiration.
 - c. vision alignment.
 - d. all the above.

5. Communicating well with patients:
 - a. is primarily the responsibility of the dentist.
 - b. should not include targeted interviewing skills.
 - c. should include staff providing much of the patient education.
 - d. none of the above.

6. Being well-known in your community for some specific characteristic or procedure:
 - a. attracts patients who desire that characteristic for their dentist.
 - b. stimulates you to become your best at that characteristic.
 - c. is a practice builder.
 - d. all the above.

7. What are the three major audiences for your practice concentration on excellent communication?
 - a. Your family, your patients, your team
 - b. Your team, your patients, your community
 - c. Your team, your dental supplier, your community
 - d. All the above

POST-TEST (CONT'D)

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- 8. Great leaders have many known characteristics. On the top of the list are:
 - a. positive thinking.
 - b. organization.
 - c. great communication skills.
 - d. all the above.

- 9. To align your staff understanding of the office vision:
 - a. write it down and distribute it to staff.
 - b. discuss it in a planning meeting with staff and receive agreement on the vision.
 - c. ask staff to develop the vision.

- 10. One of the most important methods to achieve positive conflict management is:
 - a. an authoritative leader statement to all persons involved.
 - b. an empathetic, positive discussion with all persons verbally involved and resolution agreement by all concerned.
 - c. leader submission to the demands of the person(s) involved.

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