Increase Dental Happiness

More patients & improved aesthetics

By Tom Huigen & Vanik Kaufmann-Jinoian
It might sound familiar: You write an aesthetic treatment plan, take X-rays and possibly construct a wax-up or mock-up, after which you take out plenty of time to explain the treatment plan to the patient – only to end up with their feedback: “Thank you, I will consider it.” Why is he or she not immediately agreeing to the treatment plan? Does he or she lack trust? Is something unclear?

Various reasons might ultimately lead to case denial. Contrary to what you might think, these do not include education, intellect or the price tag. Rather, the choice of undergoing dental treatment is purely an emotional one. In fact, the majority or purchase decisions are rooted in emotion.

Just go back to the last time you bought a car. The one you are probably still driving. Did you buy it based on emotion, or purely based on a build-up of facts and details appealing to your intellect? Most of you will eventually find that this decision was an emotional one. When walking into the car dealership, we looked around and envisioned ourselves driving a particular car. We liked the thought of driving it to work, each and every day, and pictured the looks on our colleagues’ faces. The color was what we preferred, or the crisp smell of fresh, high-quality leather.

‘decisions are not made by our rational mind’

For the same reason, women spend $2,000 on a gorgeous pair of high heels. Or men opt for slick-looking $10,000 watches. Let’s not kid ourselves; these decisions are not made by our rational mind, influenced by
education, intellect or an actual need for those items. We simply buy these things because of ‘want’. We want them, as they make us feel good.

Therefore, when you are spending time and effort on explaining the benefits of dentistry to your patients, it does not necessarily work when appealing to their rational minds. Instead, try to access and fuel their emotions, invoking that ‘want’-feeling.

Amongst dentists, a case acceptance of more than 30% is already considered to be quite high. Roughly translated, this means that if you pitch your treatment plan to 10 patients, only 3 of them actually go through with it. Staggering, right? What’s even more staggering, is what will happen if your practice decides to focus on serving the emotional part of patient’s minds instead.

Case acceptance numbers might soar to over 70%, leading to a much larger number of patients that are willing to go through with your proposed treatment plan! Not only will this be more satisfactory to you, as you do not have to throw out nearly as many carefully composed plans; it will also be a major financial boost to your practice. After all, you will more than double your revenue – with the same number of patients.

So, let’s dive into this.

How do we get past our instincts to play to the ‘logical’ mind, and access the ‘emotional’ mind instead? How can we cleverly engage the feelings of our patients when presenting a treatment plan?

What we must do, is to take the patient on a dental journey. A dental dream – shared between your patient, your team and yourself, which you are about to turn into a reality. A first requisite for this is a well-thought-out emotional visual concept. Most of us will be familiar with the DSD (Digital Smile Design), which is a really good concept. However, it is mostly a treatment plan talking to us, the dental professionals.

It is much too complicated to implement in a general practice, let alone that it will mean anything at all to the patient.
Obviously, we could opt for designing a traditional mock-up or a digital visual mock-up.

Yet it is not hard to see why sticky and often incorrectly colored mock-ups or cold and emotionless animations are not exactly healthy ingredients of the dental dream. Both techniques stimulate the rational, thinking part of the brain, therefore having an opposite effect. In short, up until now, a well-thought-out emotional visual concept has been sorely lacking.

Twinsmile is a proven concept in which several unique presentation tools are used. It starts off by carrying out a qualitative, yet simple digital Smile-analysis. Then, the CADCAM produced Tenteneers® are created and fixed to the patient’s teeth, and finally, the patient will experience his or her most attractive smile during the before and after video presentation.

During this lecture, Tom Huigen will illustrate how you can increase your case-acceptance to at least 70% and, in doing so, create a more profitable practice. Tom will expand on his own experiences with Emotional Dental Marketing and will let you experience what a patient thinks, what he or she would like to hear and how to best anticipate questions that could hurt case acceptance.

After that, Vanik Kaufmann-Jinoian will take the stage to share his extensive knowledge on dental procedures, so that we are not only making a promise, but also able to commit ourselves to keeping it. After all, being able to show how beautiful one’s smile might potentially become, is only the beginning. Turning it into an actual reality is the next step.

When a dentist feels secure in his ability to achieve high-quality aesthetics, it will pay off in multiple ways. Not only will it reduce the amount of remakes, it will also lead to overall cost-savings in your teeth restoration activities. Thus, making your practice more economical.
In order to give you a head start, you will be introduced to the newest generation of hybrid ceramics, such as Lithium ceramics and full contour Zirconia ceramics. These might be just what you need in order to increase your security in performing cosmetic and/or aesthetic treatments!

The possibilities and drawbacks of these materials are discussed from the dentist chair’s point of view. Finally, you will learn how to feel more secure in the use of internal and external staining methods, allowing for even better aesthetics. By increasing your own aesthetic skills, you will not only cut costs – you will make your patients happier!

CONTENT OF COURSE
‘Increase Dental Happiness’ - The Theory  (90 to 120 minutes)

The following points will be discussed during the session, so that afterwards each attendee will know how to:

• Increase case-acceptance to 70% and make your practice more profitable;
• Generate more customers online;
• Understand how patients think;
• Understand what patients would like to hear;
• Anticipate questions that could hurt case acceptance;
• Improve your skills and accuracy in shade selection, using a method that allows you to select the right shade in under 30 seconds;
• Achieve the highest aesthetic quality of hybrid ceramics through the use of internal and external staining. This staining technique will help you in correcting complicated situations.
• Learn more about the lithium type and full contour Zirconia materials, and explain what you have to pay attention to in order to obtain the highest aesthetic quality.
• Use general dental techniques to achieve the desired results through surface texture and grinding techniques.
• Learn the limitations of intraoral scanners, so you can make a quick decision on when and - especially - when not to use them.
• How to bring the Twinsmile concept to your practice.
COURSE
‘Increase Dental Happiness’ - Hands-On (210 minutes)

In this hands-on course, we will perform a live demonstration with an actual patient. This will introduce you to the complete Twinsmile-concept, step-by-step. You will experience first-hand how satisfied your patients, your team and you might be, ultimately improving dental happiness!

The following points will be touched upon during the session, illustrated by a demonstration with an actual patient:

• What is the ideal workflow in order to achieve a case acceptance rate of over 70% and who play a role in getting there?
• Why is the introductory appointment (smile-analysis) with the patient the most important, how do we approach the discussion? What are do’s and don’ts?
• How can we let the patient dream about his or her most beautiful smile, while staying honest and sincere about the dental possibilities and impossibilities?
• What open questions should you (not) ask at what moment?
• How can we best employ our digital devices (smartphones/tablets/etc.) and how can we communicate in the most effective way within the dental team?
• How to make a qualitative, yet simple Smile-analysis;
• How to make and present a simple (emotional) before and after video in promoting case acceptance;
• How to bring the Twinsmile concept to your practice.
About Tom Huigen

Tom was born in 1984 in The Netherlands. After earning his degree in Management, Economics and Law from the University in Rotterdam, Tom has worked for ten years as the Sales & Marketing director for the largest chain of dental laboratories in Europe.

In this function, he was responsible for relationship management with 2,000 dental clinics. Furthermore, he has brought various new and innovative products to market, including the intra oral scanners.

Since 2015, he has been running a highly successful multi-specialty dental center in The Netherlands, alongside a group of dentists. In this practice, everything revolves around the patient, and the Twinsmile concept has been fully integrated. Besides this, Tom is CEO of Twinsmile AG Switzerland, with locations in Germany, The Netherlands, Switzerland, Belgium and Korea; and travels the world in order to share his passion and give lectures about Emotional Dental Marketing.
During this training period, he spent one year in the United States to master the skills of marketing. Upon his return to Switzerland, he started working for the Vita Company. At that time, he was the youngest ceramic demonstrator in the world - teaching ceramic courses all around the world.

Currently, he owns a state-of-the-art dental laboratory close to Basel, which he founded in 1990. This lab covers all aspects of modern dentistry. Various dental companies use his lab for testing new dental materials, mostly because of Vanik’s knack for research and development of new techniques. Amongst others, he is named as one of the initiators of the various CAD-CAM systems for dental labs.

Besides the activities in his own laboratory, Vanik has taught at the master technicians school in Switzerland and at the University of Greifswald in Germany. Over the last few years, he has been teaching dentists how to achieve high quality restorations using chair-side units. He has published a book on this topic and wrote many articles for various dental magazines around the world. He is a well-known speaker at major symposiums.

Vanik is the R&D manager of Twinsmile AG. In this role, he hosts lectures and workshops with Tom Huigen.
Information and booking

Would you like to make a booking or request more information?
Please feel free to contact us at info@twinsmile.com