

Preferred Name: _____ Your Role: _____ Email: _____

Dental Practice Optimization Assessment

The sustainability of your practice and career depend on many factors. Help us get to know you and give you valuable input by answering these simple questions.

Label your office's top 3 strengths 1,2,3:

- ___ Getting prospective patients to call
- ___ Getting new patients to schedule
- ___ Getting patients to show up (and on time)
- ___ Treatment case acceptance
- ___ Getting patients back in for recare
- ___ Turning patients into long term patients
- ___ Patient adherence to instructions
- ___ Collecting from patients
- ___ Getting patient referrals
- ___ Getting reviews and testimonials
- ___ Working like a great team
- ___ Getting patients to buy products
- ___ The way our office looks and feels
- ___ Other: _____

Label your office's top 3 challenges 1,2,3:

- ___ Getting prospective patients to call
- ___ Getting new patients to schedule
- ___ Getting patients to show up (and on time)
- ___ Treatment case acceptance
- ___ Getting patients back in for recare
- ___ Turning patients into long term patients
- ___ Patient adherence to instructions
- ___ Collecting from patients
- ___ Getting patient referrals
- ___ Getting reviews and testimonials
- ___ Working like a great team
- ___ Getting patients to buy products
- ___ The way our office looks and feels
- ___ Other: _____

Which best describes the patient experience at your office?

☐ We go above and beyond. We cater to our patients' every need and concern, help them relieve fears, educate them, and truly show them personalized care. We pay attention to every detail in our office and we excel at patient handling and communication. If we could improve one thing it would be our _____.

☐ We give our patients everything they can possibly need, without really going the extra mile. Our office is comfortable but nothing fancy and we give a good standard of care. If patients are scared we offer nitrous but that's about it. Our _____ could be better.

☐ Our office is not the most comforting or gentle, but our patients respect and trust us and we move them through their dentistry needs efficiently and with good care. We do good work but we could do better at _____.

☐ Our office is pretty uncomfortable. From the scary photos on our walls to our team and Drs' demeanor, we demand respect from our patients and we get it, and we don't care much about their experience. They need dental work done and we do it. Ideally we could improve our _____.

Which feeling best describes you personally?

☐ I love dentistry and enjoy my work, patients and co-workers/team thoroughly

☐ I enjoy dentistry but have some issues dealing with _____ patients

☐ I like dentistry but have issues with co-workers/team members/employees

☐ I don't have strong feelings either way about dentistry... it's a good enough job

☐ I don't enjoy dentistry but it is a job

☐ I wish I could leave dentistry

☐ Other: _____

Which best describes the relationship between your team and your patients?

- ☐ Our patients are like family and we treat each other like we're close friends
- ☐ We like our patients but we keep a good working distance and formality with them
- ☐ We like our patients but seem to have weak or strained relationships with them
- ☐ We like our patients but many of the relationships feel almost adversarial
- ☐ We don't like our patients that much... we see them as a necessary evil
- ☐ Why do we have to convince patients and make them comfortable? They need us not the other way around.
- ☐ Other: _____

Which best describes your relationships among team members and Drs.?

- ☐ We're a close knit group, able to talk about anything and resolve all issues without anyone feeling hurt or disrespected
- ☐ We're family... but you know how things are with family sometimes. We could do far better
- ☐ We're friendly and familiar but nobody hangs out as friends or cares much about each other's lives outside of work
- ☐ Our team gets along well but we have some issues with the doctor(s)
- ☐ The working atmosphere is less than ideal, complete with bickering, eye rolls, scuffs and raised voices
- ☐ I can't stand those people. I just go to work then go home with as few coworker/team interactions as possible
- ☐ Other: _____

In your opinion...

Where does your office/team need the most help? _____

What is the easiest/best thing about dentistry? _____

What is the hardest/worst thing about dentistry? _____

Questions, comments, or anything else we should consider? _____

You can scan or take a good photo of your completed form and return it to us for a free assessment and to receive practical tips to help your team and practice capitalize on your strengths and improve on your weaknesses. Please make sure your email is legible!

Send your completed form to:

By text/whatsapp: 256-652-2810

By email: juan@hypnodontist.com