

Be the Disruption in Dentistry!

How to Create a Patient-Centered Practice™ in the Experience Economy

Patient centricity is not just about offering great customer service. It also means delivering first-class experiences *online* and continues through providing superior experiences *onsite*. *It's a strategy that puts your patients first, and at the core of your business.*

In her flagship presentation, Kate Reid explores the Patient-Centered Practice™ (PCP) as an underlying philosophy that dental practices must adopt in order to create the experiences patients are looking for today.

The PCP model is built on seven foundational elements:

- **Leadership** Commitment to steering the practice in a patient-centric direction.
- **Vision, Mission & Core Values** Establishment and communication of the practice's guiding tenets.
- **Environment** Evaluation and improvement of the physical office environment.
- **Technology** Integration of patient-centric technology.
- **Communication** Adoption of patient-centered communication protocols.
- **Measurement & Feedback** Request for patient feedback for evaluation of the patient experience.
- **Team Engagement & Training** Fostering a culture of support and professional development of team members.

This presentation gives a high-level overview of what it takes to transform to a PCP model and establishes what success looks like when each of the seven foundational elements are fully deployed in the practice. Successful integration of the foundational elements results in high-performing teams that thrive in healthier practices and naturally provide superior patient experiences.

Course Objectives

- Define Patient-Centric Practice™ (PCP) in the digital age.
- Recognize why transformation to a PCP model is critical for long term success.
- Explore the seven foundational elements of a PCP.
- Learn a tool for evaluating the level of patient centricity your practice is currently delivering.
- Develop an action plan for determining changes needed to become more patient-centric.



Target Audience

Doctors, Managers, Team Members

Recommended Format

Full or Parital Day, Lecture or Workshop



Kate Reid



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