STOMPING THE FIRE
Mastering Patient and Staff Conflict Resolution

Neal D Kravitz, DMD, MS

OVERVIEW
- Understanding patient personality types
- Managing problems that upset your patients
- Mistakes that upset your dentists
- Deadly sins of staff behavior
- Philosophies of customer service

DISC: PATIENT PERSONALITY TYPES

- INFLENTIAL
  - Obsession with imagined defect
  - Flaws in face and head = asymmetry
  - Concomitant psychiatric disorders
  - 2% of population (7.5% patients)
  - Only 1% satisfied postoperatively
  - 40% of BDD threaten legal suit

BODY DISMORPHIC DISORDER (BDD)

- Scheduling lack of availability
- Overcrowding of the office
- Frequent emergencies
- How we communicated with their child
- Unauthorized deciduous tooth extraction
- Inflammation of gingiva
- Money

PROBLEMS THE UPSET OUR PATIENTS

BOTTLENECK TIME (3:30-5:00 PM)
FREQUENT EMERGENCIES

THE CHILD CHOOSES THE ORTHODONTIST
CONTINUOUS WIRE WITH CINCH 018NI
PLACE THE CINCH PRIOR TO INSERTING

SCHEDULE TEMPLATE (160+)

MAKE MORE TIME THROUGHOUT DAY

SWITCHING FROM 15 MIN. TO 10 MIN. SLOTS OPENS UP 15 CLINICAL DAYS PER YEAR

“THE BRACKET WAS BONDED TOO CLOSE TO THE GUMS”

FOLLOW-UP . . . IMMEDIATELY

- SPEAK BEFORE LEAVING
- CALL ON THE WAY HOME
- IMMEDIATE EMAIL / LETTER
- SMALL GIFT

5/11/15
REFUND IN-FULL UNHAPPY PATIENTS

- Money is emotional
- It is hard for patients to remain upset
- Refunding does not increase legal risk
- May be only thing to change perception

YOUR BANDS MUST BE SEALED
AOA RAHET (RES) MINI-HYRAK

POLISHING KIT / DISPOSABLE BURS

<table>
<thead>
<tr>
<th>BUR BLOCK</th>
<th>PRODUCT NUMBERS / PURPOSE</th>
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<tbody>
<tr>
<td>A. PATTERSON</td>
<td>#083-2790 Removing composite</td>
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<tr>
<td>A. PATTERSON</td>
<td>#176-7011 Ceramic bond agent</td>
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<tr>
<td>A. PATTERSON</td>
<td>#176-4615 Cutting interferer</td>
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<tr>
<td>A. PATTERSON</td>
<td>#176-4206 Lingual 받아로</td>
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<tr>
<td>A. PATTERSON</td>
<td>#176-4556 Lingual 안전성</td>
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<tr>
<td>A. PATTERSON</td>
<td>#176-4611 Cleaning and polishing</td>
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<tr>
<td>B. RELIANCE</td>
<td>#RSPFG Lingual polishing</td>
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</tbody>
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USE WATER TO AVOID SCRATCHES
CARBIDE COMPOSITE REMOVAL BUR CARBIDE FINISHING ULTRA-FINE BUR

CLEAN BONDED RETAINERS
TRANSBOND LR
ONLY 80% BOND SECOND MOLARS

ABSENCE

PUNCTUALITY

NEED TO SEARCH FOR YOU

INSTIGATION

WRITE COMPLAINTS HERE

GOSSIP

COMPLAIN

THEFT

STEALING SUPPLIES OR MONEY

TIMECARD ABUSE

DISSENT

INSUBORDINATION

TAKES SHORTCUTS

TREACHERY

DISHonesty

DISLOYALTY
RUFFLING

POOR VOICE TONE
ACT INAPPROPRIATELY

POOR APPEARANCE

IGNORANCE

LOST AND DOES NOT
UNDERSTAND

DO NOT WANT TO LEARN

APATHY

LACKS URGENCY
AND ACCOUNTABILITY

LOW ENERGY

HIRE S-PERSONALITY GIVERS

D+ PERSONALITY DIVAS:
"MOI MOI MOI"

NOTHING WILL EVER BE ENOUGH

HANDLE STAFF PROBLEMS IMMEDIATELY

YOU ARE IN A SERVICE INDUSTRY