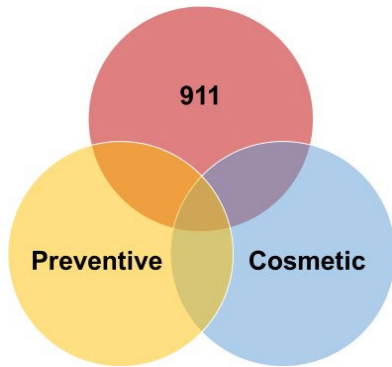


The Treatment Triad

Winning Evaluation D0150 – Your Most Productive Procedure



- **Urgent** (911)
- **Preventive** (doesn't hurt YET)
- **Cosmetic** (not necessary but fun to explore)

Sample – How to Present:

*“Sandy, as I examine your mouth today, I will look for three things: **urgent treatment**, I call it 911, and that must be completed ASAP, **preventive treatment**, which should be done but could be broken down over time to meet your budget and lifestyle, and **cosmetic treatment** which is not necessary at all but fun to consider.”*

Prioritizing Treatment lets patients know that:

1. You can treat their immediate concern now.
2. You are an advocate for their future and maintenance dental needs and will work with them on a schedule that fits their life (and budget).
3. You're creative and can offer them “fun” dentistry as a bonus.



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