UNLOCK YOUR TEAM'S

SUPERPOWERS

AND TRANSFORM YOUR PATIENT EXPERIENCE

PART TWO


CONQUER
COMPLAINTS


I HAVE A COMPLAINT!
I AM UNHAPPY ACTUALLY!
YOU WANT FEEDBACK WELL HERE IT IS!
WHAT ARE YOU GOING TO DO ABOUT IT?

COMPLAINT THEME	WHAT PATIENTS ARE USUALLY FEELING
Unexpected costs or fees	**No one told me it would cost this much**
Pain during or after treatment	**I wasn't prepared for this**
Waiting times / running late	**My time doesn't matter**
Communication or feeling unheard	**Nobody listened to me**
Perceived rudeness or staff attitude	**They were abrupt or dismissive**
Treatment outcomes not matching expectations	**This isn't what I thought I was getting**
Difficulty getting appointments	**I couldn't get help when I needed it**
Lost or cancelled appointments	**They messed up my booking**
Follow-up and aftercare issues	**No one checked on me**
Clinical concerns or allegations	**Something wasn't done properly**


POWERING YOUR
COMPLAINT
LANGUAGE

L.E.A.R.N

LISTEN – Allow the patient to explain without interruption

EMPATHISE – Show genuine understanding of how they feel

ACKNOWLEDGE – Confirm you have understood their concern

RESOLVE OR REFER – Take action or escalate

NOTE & FOLLOW UP – Document and communicate next steps

LEAD INTO LISTENING

- Introduce yourself
- Be at eye level
- Open posture
- Calm tone

"I am sorry that you have a concern about _____.

Can I take your name, please?"

"Thank you. My name is _____ , and I will do all that I can to help you".

If appropriate: "Let's move somewhere quieter so I can listen properly."

"What I would like to do first is to fully understand your concern. Is that okay?"

LISTEN & EMPHATHISE

"Can you take me back to the beginning and tell me what has happened and what you would like to happen next?"

"Would it be okay if I take a few notes so I can capture your concerns properly?"

ACKNOWLEDGE

"So, my understanding is that your main concerns are...

1. _____

2. _____

Have I understood that correctly? Is there anything else you would like to add?"

RESOLVE:

"The solution I can offer right now is _____".

IF YOU NEED TO REFER:

"I am not the right person to resolve this fully; however, I will log it with our Practice Manager/Owner _____ who will review your concerns."

NOTE AND FOLLOW UP:

"I will record your concerns and contact you today to confirm when they will be able to speak to you." **Provide the complaints procedure.**

CLOSE WITH CARE

If appropriate, confidently escort the patient out of the practice and always offer a warm, reassuring farewell.

“Is there anything else I can help you with today?”


AGGRESIVE
BEHAVIOUR

FACE-TO-FACE

CALM AND RESET

"I really want to help you. May I suggest you take five minutes in our patient lounge?"

SET THE BOUNDARY

"I want to help you, but I cannot continue while you are speaking to me in this way. Please take five minutes."

END THE INTERACTION

"I am ending this conversation now because your behaviour is making me feel uncomfortable."

Provide the patient charter and complaints procedure. Escort the patient out of the practice, following the practice safety policy.



The manager contacts the patient to discuss the incident and reinforce that aggressive behaviour is not accepted.

PHONE CALL



NAME THE BEHAVIOUR

"I want to help you, but your shouting and swearing is making me feel uncomfortable."

SET THE BOUNDARY

"I cannot continue this call if you continue to shout or swear. If it continues, I will end the call."

END THE CALL

"As aggressive language has continued, I am ending the call now, [patient name]."

Send the patient charter and complaints procedure. Record the incident in line with practice policy.

FOLLOW UP:

The manager contacts the patient to discuss the call and reinforce that aggressive behaviour is not accepted.

YOUR EMERGENCY FOLDER



1. **Complaints Procedure**
2. **Aggressive Behaviour Policy**
3. **Complaint Form (containing the L.E.A.R.N scripts)**


RUNNING
ON TIME
SUPERPOWER

GETTING TIME RIGHT FROM THE START

- Treatment time
- Decontamination time
- Welcome and goodbye
- Handover
- Setting up for the next patient
- Patient notes – real-time editing by nurse or AI



DELIVER IT RIGHT

- Involve the whole team in timing
- Use discussion time effectively (delegate where appropriate)
- Communicate the allocated time (review and rebook where appropriate)
- Diary zoning to support flow



RECOVER IT RIGHT

- Nurses are proactive in managing time
- Use agreed in-surgery signals
- Nurse updates reception immediately
- Reception proactively informs patients



DISCREET TIME CONTROL

NURSE → CLINICIAN

"Shall we move to a **PURPLE FIVE,** [clinician name]?"

CLINICIAN → NURSE

"**A PURPLE FIVE** works well."

OR

"Actually, can we go to a **PURPLE TEN,** please? Thanks [nurse name]."

COMMUNICATING WITH IMPACT

"I just wanted to update you, [patient name]. Unfortunately, we are running slightly behind today as [clinician name] needed to spend a little longer supporting a patient with their dental concerns."

"Your revised appointment time will now be [time], which is approximately [minutes] later than planned."

COMMUNICATING WITH IMPACT

"I completely understand that your time is important. **Does that still work for you today?**"

"Thank you. I really appreciate your flexibility."

OR

"No problem. I will re-arrange the appointment for you."

Discuss your Three Hero Moves for Staying on Time




NEW PATIENT
WELCOMES

7%

WORDS

The actual words you use

35%

TONE

The tone, pitch and emotion behind your words

58%

BODY LANGUAGE

Your body language, expression and non-verbal cues

BODY LANGUAGE TIPS

- Eye contact is everything
- Be at eye level
- Hand gestures
- Posture and stance
- Remember the smile
- Personal space and body contact







WEBSITE/ ONLINE BOOKING

SOCIAL MEDIA

TELEPHONE

EMAIL

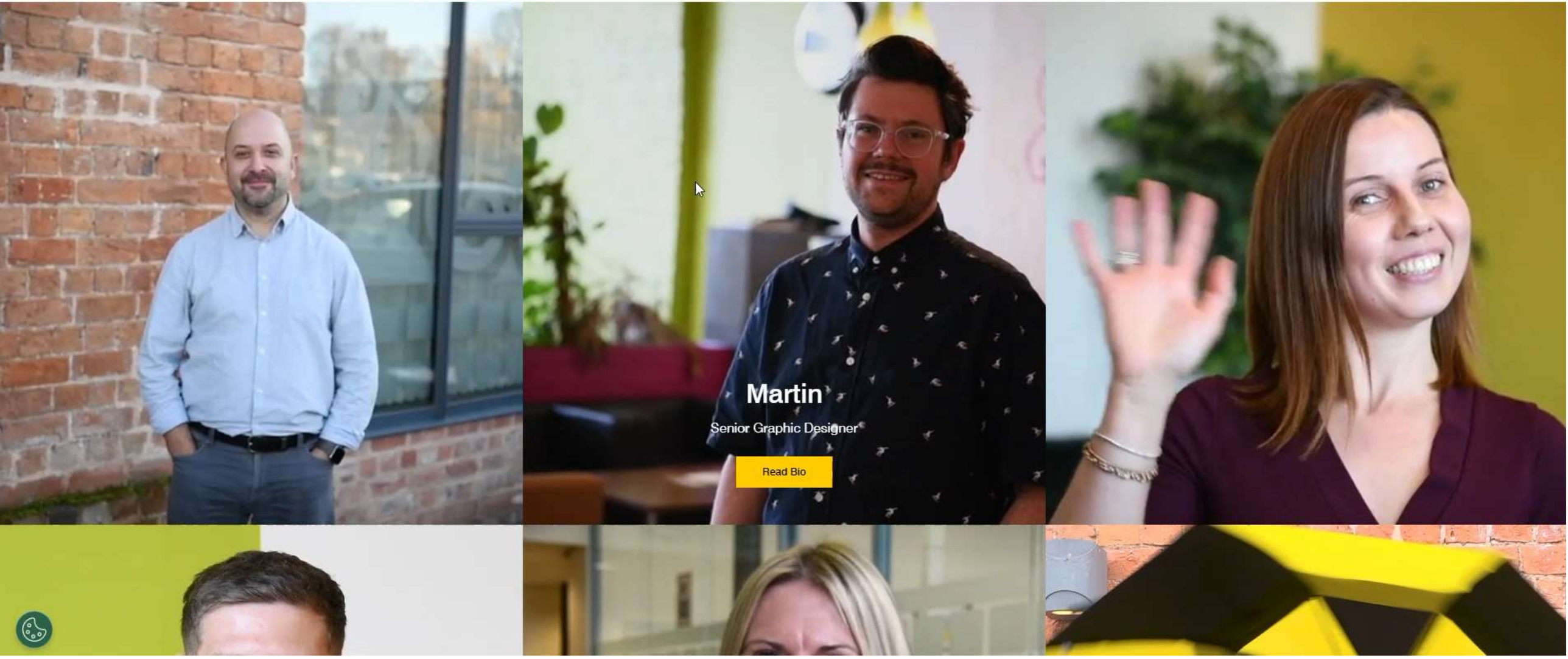
WALK-IN

DIGITAL CONSULT

OPEN DAY



WHAT IS THE MOST VISITED PAGE ON A DENTAL PRACTICE WEBSITE?


Martin
Senior Graphic Designer
Read Bio

WEBSITE/ ONLINE BOOKING

SOCIAL MEDIA

TELEPHONE

EMAIL

WALK-IN

DIGITAL CONSULT

OPEN DAY

THE RIGHT TEMPLATES. THE RIGHT WELCOME

	WEBSITE/ ONLINE BOOKING	SOCIAL MEDIA	TELEPHONE	EMAIL	WALK-IN	OPEN DAY	DIGITAL CONSULT
TONE	Warm, helpful and informative	Friendly, engaging and responsive	Warm, clear and reassuring	Clear, polite and helpful	Welcoming, calm and accommodating	Warm, enthusiastic and reassuring	Friendly, attentive and reassuring
BODY LANGUAGE	Friendly smile, open posture, eye contact	Upbeat, positive and personable	Smile while speaking, sit up straight, positive energy	Professional and considerate in every reply	Smile, make eye contact, open and inviting	Smile, open posture, personally greet and guide	Look at the camera, smile, nod and give your full attention
WORDS (SCRIPT)	"Hi there! Welcome to our practice. How can we help you today? Feel free to ask anything."	"Hi! Thanks for reaching out. We're here to help - how can we support you today?"	"Good [morning/ afternoon]! Thank you for calling [Practice Name]. How can I help you today?"	"Thank you for your email. We're happy to help - here's the information you need"	"Welcome! We're so glad you're here. How can we help you today?"	"Welcome to our Open Day! I'm [Name], it's lovely to meet you! What brings you in to see us today?"	"Hi [Name], I'm [Name]. Lovely to meet you! Can you see and hear me clearly? What can I help you with today?"

THREE TOP TIPS TO BOOST YOUR POWER

- Pre-visit video introductions
- Clinician bios that link your skills to patients' concerns or clinical aspirations
- Clear explanations of what will happen during the visit to your practice

