



system. Practices that implement a stronger follow-up process, intentional parent communication, and consistent recare management can transform that dormant opportunity into healthier kids and healthier business performance.

TURNING UNSCHEDULED TREATMENT INTO COMPLETED CARE

Unscheduled treatment represents a vast opportunity for both improved care and increased production. In many cases, parents delay treatment after saying, “Let me think about it,” and without structured follow-up, those cases are forgotten until symptoms worsen for the child.

High-performing practices establish systems that make follow-up a leadership priority rather than an admin team afterthought.

Assigning a treatment coordinator or designated team member to manage unscheduled treatment

reports ensures greater accountability and results. Each week, the responsible team member reviews pending cases in the practice management software and personally reaches out to families. These calls are not sales calls; they are service calls.

For Example, *“Dr. Smith asked me to reach out because she’s concerned this cavity could spread if we wait. Let’s find a time this week to take care of it before it becomes painful for Emma.”*

This intentional reframing changes the mindset from chasing production to advocating for the child’s health. Teams that adopt this service-oriented approach transform follow-up from a task into joining a powerful mission.

If internal marketing is so effective, why do so many practices still struggle to schedule treatment? Despite the many efficiencies provided by technology, recall systems across pediatric dental practices often remain inconsistent and overly de-

pendent on automation. If texts and emails aren't converted into scheduled treatments, make time for an intentional human connection.

Successful offices prioritize personal outreach over passive reminders to schedule preventive care or treatment. Instead of saying, "We're calling to schedule your cleaning," a more intentional message might be: *"It's time for Jimmy's preventive care visit. Staying on schedule helps protect his adult teeth and reduces the likelihood of more costly treatment later."*

Regular preventive care not only supports healthier patients but also fosters steady production and stronger parent relationships, laying the foundation for sustainable practice growth.

QUALITY COMMUNICATION MAKES THE DIFFERENCE

Production often depends less on marketing and more on the quality of the team's communication. Parents rarely decline treatment because they do not care; they decline because they lack the understanding or confidence to make a decision. Strong communication bridges that decision gap.

A simple framework any team member can use to communicate with parents struggling to decide on scheduling treatment is ACT: **Affirm - Clarify - Take Action Together:**

A – Affirm: "I know this can feel like a big choice for your child's care." Or "I can tell you really care about making the best choice for your child."

C – Clarify: "The benefit of doing this now is that it's quick, simple, and prevents bigger problems later." Or "This is the simplest, most affordable way to protect your child's smile long-term."

T – Take Action Together: "Let's go ahead and get this reserved today so Jimmy stays on track." Or "Most parents feel relief once it's reserved. It's one less thing to worry about." Or "Let's find a time that works best for your schedule and your budget. We'll help make it doable."

Practices that consistently apply structured communication models, such as **ACT**, report increased case acceptance rates and improved patient care.

BUILDING ON TRUST

Families who already trust a pediatric dental practice often become their best ambassadors. Data shows that referred patients exhibit higher loyalty, lower acquisition costs, and greater lifetime value compared with those who discover a practice through advertising.

Building a culture of gratitude and recognition around referrals enhances this effect. Empowering the team with simple scripts such as, *"We love caring for families like yours. If another parent is looking for a pediatric dentist, we'd be honored to help them too,"* makes the process natural and sincere. Recognizing referrals through thank-you cards, small gifts, or public appreciation deepens community connection and reinforces loyalty.

THE LEADERSHIP OPPORTUNITY

Every system begins and ends with leadership. Internal marketing is no exception. Doctors and practice managers play a pivotal role in setting the tone and vision for the team.

When leaders frame follow-up as advocacy, recare as prevention care visit, and communication as connection, team members begin to see their work through a mission-driven lens. Tasks that once felt uncomfortable become opportunities to make a difference.

"This isn't just a dental office. It's a place where children's oral care needs are protected, and every family deserves to understand the care we recommend."

Turning internal marketing into a daily practice requires structure, visibility, and accountability. Consider the following:

Define Roles: Identify who manages unscheduled treatment reports, recare systems, and referral tracking.

Review Regularly: Discuss progress during team meetings and celebrate wins when families return for care.

Measure Success: Monitor treatment acceptance, recare compliance, and referrals each month.

Reinforce Purpose: Remind the team that every follow-up call or conversation supports children's well-being, not only production goals.

The next production breakthrough for pediatric dental practices is not hidden in an online ad or a marketing agency; it's embedded within existing patient relationships. Internal marketing is not about selling; it's about serving. It's about leaders who inspire their team to create connections, provide education, and build confidence among families.

"Good systems give ordinary people the power to achieve extraordinary results consistently."

John Doerr

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