

Invisalign: A Boutique Experience For your Millennial Patients

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Embracing the Generational Shift: Understanding Millennials

Millennials are the rising generation with purchasing power that can afford Invisalign. (Ages 18-33)

Many Millennials are not yet burdened with “Nest Building Expenses.” (Houses, children, cars and furniture)

Differently defined “Needs” from the Baby Boomer Generation. (Born 1945-1964)

Millennials prefer text and e-mail vs. phone calls and phone reminders.

Millennials are seeking faster transactions vs our Baby Boomer generation

As of 2012 it is estimated that there are approximately 80 million U.S. Millennials

View small business as “the idealized social forum of our time.”

Came of age during the greatest economic crisis, since the Great Depression.

Natural entrepreneurs & “piecemeal labor force” (replacing manufacturing employment) Irregular work hours.

Millennials are considered the fastest growing demographic of those who purchase luxury goods.

Millennials are drawn to instant gratification and view new gadgets as “needs” not “wants”

Identifying Our Millennial Invisalign Patients

Implementing “Admin Time” in addition to our Traditional Morning Huddle

Morning Huddle Objective

- Jump start the day
- Review numbers, are we scheduled to goal?
- Identify emergency time
- Reflect on yesterday’s schedule, what went well & what may need improvement
- Motivational Statement

Admin Time

- 30 minutes of PRE-BLOCKED time in our daily schedule
- Doctors and Team members review the next day as well as upcoming week
- Office projects/preparations
- Lab cases here and ready to go
- **Identifying potential Millennial INVISALIGN patients**

- Review chart notes of past appointments
- Review x-rays and photos taken to review with the Doctor
- Have Invisalign consult sheet ready (IQC)
- Communicate with Patient Coordinator to block time in the schedule

12% increase in productivity by implementing “ADMIN TIME”

Effective Communication

LISTEN TWICE AS MUCH AS WE TALK & LISTEN WITH THE INTENT TO UNDERSTAND

Communicating with Empathy and Understanding
Using the FEEL, FELT, FOUND method of connected communication

- Short call list.....**Priority appointment list**
- Make an appointment.....**May I reserve your next visit?**
- Wait a minute.....**Would you mind holding a moment please?**
- Cancellation.....**Change in our schedule**
- Pain.....**Area of concern**
- Pay for.....**How would you like to take care of**
- Price.....**Fee**
- All booked that day.....**Fully committed on that day**
- Late for an appointment.....**Place a call of concern**

Ensuring Success with Millennials / The Boutique Experience

- A boutique is “any small, exclusive business offering *personalized* service”
- But providing a “Boutique Experience” requires more than being small in size or offering *personalized* service....
- It requires... *your passion, knowing your patients, focus, commitment, and designing a process...*
- *Team members must be passionate about their work.*
- *Know and understand your purpose.*
- *Focus on providing an exceptional experience.*
- *Incorporate “Effective Communication”.*
- *Each patient feels the kindness, compassion and individualized connection with each team member*

Millennials Our Practice Advocates

Millennial’s Sense of Connectedness

- Millennials are the future *growth* of your practice
- One out of five Clinchecks e-mailed, currently results in a new Giannini / Gray Invisalign *referral*
- Millennials embrace the use of social media, as the perfect “*Word of Mouth*” platform for new Patients