

# CAESY CASE STUDY

## How North Shore Centre Increased Case Acceptance with Patient Education and CAESY Cloud

### EXECUTIVE SUMMARY

Implementing a well-developed patient education plan with CAESY Cloud leads to engaged and informed patients who make informed decisions, which means accepting the cases their clinicians present to them. As office manager at the North Shore Centre for Laser, Cosmetic, and Family Dentistry in Swampscott, Mass., Louise Love-Keough helps lead a team that's focused on patient education with CAESY Cloud and has seen the results firsthand.

### CHALLENGES

North Shore Centre's patients are hesitant to accept treatment plans – especially costly ones – when they don't fully understand the treatment and why it's necessary for them. Introducing new technologies to dental patients can also be a challenge, based on misconceptions they may have.

### HOW PATIENT EDUCATION + CAESY CLOUD HELPED

There are many things that Louise Love-Keough has learned throughout her career in dentistry. Some were fleeting trends, others have changed the way dental offices practice forever. In all that she's learned, she's concluded that at least one thing will never become less important in the dental practice: patient education.

"Patient education is vital," Love-Keough said. "It's such an important part of the decision-making process. It gives patients an improved understanding of what treatment they need, it gives them the motivation to take action, and it encourages them to take complete control over their oral health."

Love-Keough, office manager for North Shore Centre for Laser, Cosmetic, and Family Dentistry in Swampscott, Mass., said patient education is more important today than ever before, thanks to the rise of oral-systemic health and an increasing amount of research that shows the significant impact oral health has on overall health.

"It's really important that we educate our patients about the full body effects of oral health," she said. "It's a dentist's office, but their medical health is important to us, too. We have to use all the tools at our disposal – videos, pamphlets, research – to bring the patient to some form of understanding about their oral health and how their mouth affects their body. We hear from patients all the time that we're telling them things they've never heard before. No patient should be surprised to hear that oral health impacts overall health."

Having a comprehensive patient education plan has a lot of benefits for patients. Part of its value is also in enabling them to make the right decisions about their oral health – and that's why it's so important that the dental team embraces it, Love-Keough said.

"It's up to us as educators in this field to pass on that going to the dentist is about more than just going and getting your teeth cleaned," she said. "We might be



## WHY CAESY CLOUD

CAESY Cloud helps you with all aspects of patient education, starting with customer acquisition, piquing interest, providing alternatives, and providing post-op instructions.

- Bring in new patients
- Help patients understand treatment procedures and options
- Provide education and patient loyalty
- Promote procedures
- Bilingual patient care



suggesting a costly treatment plan, so it's up to us to put the value into it. CAESY Cloud videos are a great way to do that and increase the value for the patient."

The practice, of course, also sees value in patient education. Love-Keough said the North Shore Centre team's collective commitment to patient education with CAESY Cloud leads directly to an increased case acceptance.

"We definitely see a difference in case acceptance thanks to patient education," she said. "When a patient comes into the office, we have to make sure we're all speaking the same language. Consistency flows from clinical room to treatment plan room to the front office for appointment scheduling. Sometimes, patients are going to want to opt out when they get to the front desk. It happens a lot where a patient will say, 'I'm not going book an appointment. I'm going to go speak with my spouse first.' At that point, we need to have the same conversation that happened in the back. Videos are a great way of ensure we're all delivering the same message on why they need treatment and what happens if they don't do it."

Every patient who walks through the doors at North Shore Centre receives patient education from the team. And it starts with the CAESY Cloud videos that are always playing in the reception area.

"We have a big-screen TV playing in our reception area and there's a lot of positive dentistry that people see on that screen," she said. "Frequently, we'll have patients come back to the clinical area and they say, 'I saw this while I was waiting for my appointment. That is great. Is that something that would work for me?' It allows the clinical team in the back to provide more information and show another CAESY Cloud video. It lets us start a conversation and a lot of times we can plan additional treatment that the patient would have never thought of unless they had seen this video out front."

Patient education isn't always about introducing patients (and their families) to new technology. Sometimes, it's about confirming, clarifying, or correcting things they've heard about dental procedures. Love-Keough remembered a visit when a parent brought their child in because of a dark spot they suspected was a cavity.

"The mother wanted to know about the latest technology advances and had heard about lasers," she said. "Right away, we showed them a CAESY Cloud video about lasers. It educates them that the child won't be in pain and won't need anesthesia with this procedure, and explains why. Later, on the way out of the office, the mother said to me, 'Frankly, I was not expecting this kind of appointment – in a good way.' Her child was happy, excited to have gotten treatment and excited to come back to the dentist. Who knew that a child could leave with that kind of impression of the dental office?"

Following a well-developed patient education plan also enables the dental team to discover roadblocks to case acceptance. Love-Keough and her team can look back at how many treatment plans got accepted, and why some didn't. The team can then reach into their toolkit, including CAESY Cloud and all their patient education resources, and figure out how to handle it differently next time. It also provides an opportunity to celebrate successes when things are going well.

Patient education and the resulting increased case acceptance are wonderful, Love-Keough said. It provides the dental team with a sense of accomplishment. It results in a more efficient, more productive office. And, most importantly, it leads to healthier patients.

"Patients really don't care how much knowledge we have until they know how much we care. Once they know how much we care, then they really start listening," Love-Keough said. "It's so important to have the right team that embraces what we're trying to do here. We're working with people every single day and we're changing their lives."

**For more information, please contact a  
Technology Specialist today at 800.294.8504.**

## **NORTH SHORE CENTRE FOR LASER, COSMETIC, AND FAMILY DENTISTRY SWAMPSCOTT, MASS.**

At North Shore Centre for Laser, Cosmetic, and Family Dentistry, the team focuses on tailoring its care to each patient based on their unique needs. They're also dedicated to providing the highest standard of care to all their patients.

### **BUSINESS CHALLENGES**

- Convincing patients to invest in leading-edge care
- Keeping case acceptance at a high level
- Helping patients understand the impact of oral health on overall health

### **BENEFITS ACHIEVED**

- By including CAESY Cloud as part of a comprehensive patient education plan, the practice has helped patients see the link between oral and overall health
- Delivering a consistent message to all patients has positioned the practice and its staff as experts who truly care about their patients
- With a patient education plan including CAESY Cloud, North Shore Centre has seen increased case acceptance rates

