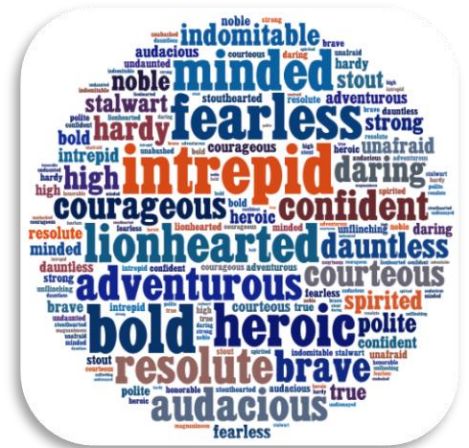


General Dentist Successes

From The Intrepid Smarter Patient Program™

Compiled March 2003 - September 2017

Nothing speaks as well as Success itself. Except perhaps for the Skeptical, because Success is often not enough for them. That said however, a Dentist in 2017 ought to be skeptical of any outside offer of help, given the track record of much of "Practice Management".



But, if you look a little more closely at the accounts that follow below, you might find yourself thinking twice before choosing another Program than ours or no Program at all!

DR. T., Illinois

Today - I have had my best collections day ever in 21 years of Dentistry

Beginning - my first Patient had more praise for me, the office and the partial that I had just delivered 4 days ago than I felt that I had deserved or had gotten lately. After that praise -- I sold, closed and received payment up front for a \$12,000 case to be started next Tuesday. Before your program and help - I would have modified the treatment to around \$4,000 to \$6,000 and really felt good that I got that. We are really newcomers to The Intrepid Smarter Patient Program™ and Full Case Presentations, just 3 to 4 months but by using what little I know now -- and most importantly - sticking to the training in the Commentaries -- We CLOSED AND COLLECTED \$12,000 from a woman that truly wanted what we had to offer. But she wouldn't have before.

To add to the day - we prepped 4 anterior crowns on a past Patient that we had suggested this work on - simply because The Intrepid Smarter Patient Program™, "recommended that I offer only Dentistry that I would accept for or my family". After the placement of the temps (triad with a stent) the Patient thanked me for the improvement and actually told me that I must be an artist. They looked great. The Patient's old work was an atrocity! He paid me \$2,500.

To add further to today's excitement -- a Patient that had not been in our office for the last 10 years came it to have a broken cuspid repaired -- and wants to have his "whole mouth fixed" quick estimate of \$8000. He has to go through "the steps of Intrepid™" first - I know that now.



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Collections for the day - near \$16,000 - I know that none of this would have happened without the FOCUS that your training program has placed on Me -- Notice the word, Me -- Everything else I have ever done has been “waiting for the staff to get the message”! I just kept waiting for *them* to get fixed! They never did!! Glad that you have helped me Get The Message!! I'm not done yet; got a bunch of learning to do. But at least I have found out WHO NEEDS THE TRAINING! ME FIRST - THEN THE STAFF! To end up the day - I took off my Granddaughters braces; she was thrilled - Mom was thrilled - What a day! Thanks for accepting me as a salvageable client. I plan to do the same for my Patients from now on.

From the heart,
T.S., D.D.S.

Office Manager For Dr. K., New Jersey

Last Wednesday evening, while reviewing Thursday's schedule, I noticed a woman who was on the schedule for yet again another emergency. I called it to the Dr.'s attention and we decided this trend would be put to a very decisive end the next day. She had been diagnosed three years ago with many serious problems, but had not committed to treatment due to You fill in the blank. She had a million excuses.

When the Patient came in, we began The Intrepid Smarter Patient Program™ steps. The Dr. went through the treatment explanation and turned Mrs. S. over to me after she said she wanted to do the program and would commence treatment with full payment right away. Yet, the moment I walked into the consultation room to complete the details and logistics, the Patient informed me, She just couldn't possibly do this. She spoke about how she is on a fixed income and all of this is just out of the question, now that she realized what she had agreed to. I listened to her carefully, took her x-rays out of her chart, and placed them in the view box.

As indicated by The Intrepid Smarter Patient Program™, I asked the Dr. to step back into the room and he started by asking me to repeat for him what the Patient had just said, all the while he listened intently with a calm and gentle smile. Then he started by saying, "Let's take another look at what's going on in your mouth". He went over with her why and what Treatment Plan he would create and perform for his wife (the family member who was closest to the Patient in age), but which she should feel no pressure to do. However, before he could get very far, she began talking and describing the necessity of doing the program for herself.

She had already been over the x-rays with the Dr. and began to sell herself, why the treatment plan he had drawn up for his own wife would be the same one to solve her problems.

The more she spoke two things were obvious: she had a strong sense of wanting the same treatment as the Doctor's wife AND she knew what how much was wrong in her own mouth. She went on to practically shout out how important it would be to do what was



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needed to be done to bring her to the same level of health the Doctor would be bringing his own wife if they'd had the identical history, condition and prognosis.

Now it was time for the Dr. (again) and I to take the position of "Devil's Advocate". Of course, he told her how dedicated he is to his Dentistry but also how crucially important it is to him that any Patient is absolutely 100% positive this is the right course for them. She began to tell us both how important it is to have her Dentistry done only by this Doctor because he's the right Dentist for her. Then the Dr. surprised her by asking but why it was important for her to have this Dentistry done. She began to come even more alive. She told us with certainty that she needed to function in order to regain her health. She also hated the way she looks.

She said, "I can't stay like this -- actually I have a credit card that I could charge up to \$8,000.00 on. If I put it all on my credit card today, will, you, Dr. start it next week when I return home from my sister's? I need to go to the ladies room now -- I'll give you my credit card and you handle it for me and I'll make an appointment as soon as I'm out of the ladies room.

When I had taken care of the payment details, I turned back toward her and was stunned to notice that her color had changed from grayish to pink and she was beaming. That was the first time in four years she smiled at any time in our office. She thanked me for helping her over her fears so she could make this decision. She said she couldn't wait to tell her sister how proud she was of herself that she finally made the decision to take care of herself.

It is almost obvious to say that both the Dr. and I felt that we had really made a contribution to her life by being willing to assist her over the barriers to Best Option Full Care Dentistry. Neither the Dr. nor I would ever want to go back to doing it "the old way".

Meagan, Office Manager

Dr. B
California

D.W. is an older Patient, and is someone we had seen only a few times over the last 10 years but who still considered me "his Dentist". He had been receiving chemotherapy over the last year for lymphoma. We saw him last summer for an extraction on #31. He is an eccentric-seeming old fellow with chronically poor personal and oral hygiene. He can be very laid back, typically talks about regularly sleeping until noon and almost unsurprisingly, we have never seen him out of his slippers.

We presented an \$8650 Full Treatment Plan. He was shocked. However, with our application of multiple elements of The Intrepid Smarter Patient Program, D.W. decided he was interested.



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That said, he wanted to “negotiate” with his credit card companies to get a favorable interest rate.

At his next appointment, he went so far as to accuse me of being “arrogant” by requiring him to go through the entire Intrepid™ Explanation-of-Treatment Protocol before we would accept him. As you well know, you’ve taught us in that Protocol we don’t require Patients to do anything!

Notwithstanding his accusation, and because the offer (as you taught us) is always there for any Patient who feels as though the Protocol does not suit their needs, he took me up on my standing offer to help him find another Dentist where D.W. might be able to “call all the shots”.

Having in effect “dismissed him at his request”, on a hunch, a few days later I called him and invited him to come back in.

Backtracking to the last part of the discussion where all had been flowing smoothly between us, I was able to address his objection to credit card interest costs by crediting him \$200, to offset his protested interest charges and with that, he volunteered to authorize the complete \$8650 Full Treatment Plan on the spot and gave us his credit card.

Not only would we never have attempted to present full treatment to this particular Patient before The Intrepid Smarter Patient Program™, but I'm quite sure without the entire Intrepid™ Smarter Patient Explanation-of-Treatment Protocol, we never could have closed this treatment plan. Thank you for your continued help.

Dr. M
Michigan

Today we had a Patient pay in full, in advance, the amount of \$6990 for his FULL CARE treatment plan, which was presented by following The Intrepid Smarter Patient Program™ approach.

I had tried for 4 years to convince this Patient of the importance of this treatment. He was never comfortable with the idea no matter how much time I spent explaining the treatment in detail.

This time, I used The Intrepid Smarter Patient Program™ approach. Almost inexplicably, he was able to make his own decision in a manner that allowed him to avoid embarrassment, to maintain his dignity and to feel positive about a decision that he knew would involve procedures that, at least to him had always in the past, been anxiety-provoking. The Intrepid Smarter Patient Program™ provided the answers to eliminating the fears that he had in the past, which kept him from getting the help he needed.



Dr. R
Colorado

My first Intrepid Smarter Patient Program™ success occurred today. Using the protocol as specified I moved through the steps to Closing. Along the way, I used my knowledge of Stress and the Human Brain to address and put to rest the Patient's concerns about dental insurance, cost and need for a second opinion after I helped the Patient through the process of assuring the decision to go forward was his and his alone. I was offered and accepted an \$11,500 advance payment. I have a long way to go but I would not have had the opportunity to transact and deliver this case before The Intrepid Smarter Patient Program™.

Dr. L
Missouri

One of the most difficult things I had trouble with before enrolling in The Intrepid Smarter Patient Program™ was trying to get Patients to understand the importance of replacing missing teeth. In their minds, “nothing hurts (when teeth are missing)” and so, they reason, they are “able to function just fine”.

The "Story Telling" aspect of The Intrepid Smarter Patient Program™ made me think of a story that has been very successful for me. I like to call it my "Bob Gibson Story”.

Bob Gibson was a Major League Baseball Hall of Fame pitcher for the St. Louis Cardinals in the late '60s and early '70s. He broke his toe after being hit by a line drive at the end of his career. The painful toe changed his pitching mechanics, which subsequently ruined his Earned Run Average Statistic (i.e., how many non-error produced runs were scored by teams he pitched against, on average, every 9 innings he pitched). This change of pitching mechanics ultimately ended his career.

Well, teeth have their “mechanics”, too, as any Dentist has been taught. What I tell Patients is, if a toe can affect someone's arm, doesn't it make sense that missing one or more teeth could have a harmful effect on “the biting and chewing mechanics” of your remaining teeth?

I then show them models of their teeth where these normal “mechanics” have been disturbed by the presence of missing teeth. Patients now rarely if ever, protest that, “They don't see the need to replace missing teeth”. Just taking the time to sit and tell a story impresses Patients and



shows them you care. They're used to the Doctor rushing in, poking around, mumbling something about a crown or bridge, and rushing out.

Of course, none of this would even be half as successful as it is now since I began The Intrepid Smarter Patient Program™. Why? you might ask. Simply because Patients when they walk into dental offices are already under stress and unless you can tip the balance of their brain chemistry legitimately and without manipulation, over to the trust side of their emotional brains they can't process the particulars of what you're trying to teach them – it's just too stressful. I learned that just because we don't see flop sweat and tremors doesn't mean the Patient is relaxed and calm. I learn to spot the real indicators of stress.

Learning when and how to tell this kind of story, i.e., when a Patient didn't understand something I was trying to teach, is one of the most valuable parts of The Intrepid Smarter Patient Program™ Protocol.

There is a tremendous pull to want to *rationaly dispute* or debate against a Patients incorrect assertions, which any Dentist feels, especially under the compressed time of the usual five-minute hygiene “presentation”.

But thanks to The Intrepid Smarter Patient Program™ having taught me how the human brain processes information, and especially how it learns things, I have been able to get across the reasons behind proper Treatment like I never could before, even though my “reasoning” to Patients before was every bit as good as it is now. The difference is this, without exaggeration: Now, they REALLY and DEEPLY (as in, brain-deep Trust) TRUST NOT ONLY ME PERSONALLY BUT MY PROFESSIONAL REASONING!

Editor's Note “Story Telling” refers to how one helps Patients to become Smarter, right in front of you, during the presentation process. If a Patient has a point of view contrary to the paradigm of authorizing completely only the treatment you would do on a family member, it creates stress for the Doctor to disagree (however “pleasantly”). This refers to stress first for the Patient and second for the Doctor. So, The Intrepid Smarter Patient Program™ approach is customized to address the specific concerns of each specific Patient; through the use of an example from treating one of your own family, or in some cases another paying Patient; wherein the stated concerns were the same and not uncommonly identical. One keeps stress minimized: i.e., as close to zero as possible in the presentation (which is precisely what The Intrepid Smarter Patient Program™ teaches from start to finish and at every point in between). Thereafter, the Patient's further voluntary inquiry into why the Doctor treats his immediate family members as he does causes him or her to make a VOLUNTARY positive decision to authorize the complete treatment, starting right away, scheduling it as quickly as possible, wherein the Patient offers to and then does pay in full in advance, to the full extent of his capacity to do so.



Dr. R
Indiana

The biggest benefit to me so far to come out of my enrollment in The Intrepid Smarter Patient Program™ has been the realization that I don't need or even necessarily want every Patient who walks in. This has allowed me to adopt a very liberating attitude: the attitude that I have something very worthy to sell, but that it's not for everyone. It's our job to weed out those Patients ("Toxic-Corrosive"), so that we don't waste our time or theirs.

Now it's a whole new approach: *"I have something valuable that can help you. Are you acceptable to me?"*

Rather than ... *I have to win you over, I have to make you like me. I hope I don't get rejected. How much treatment will scare you off? How much treatment can I safely recommend? Like me! Like me! Don't go to Dr. X. Like me!*

I must have looked desperate! Thank you for helping me to find this new posture. Over the course of my career, this alone will be worth more than I paid you for The Intrepid Smarter Patient Program™.

Dr. M
Mississauga, Canada

Today I closed a case - Best Option Full Care™ - for a 72-year-old-woman. She was able to convince me (part of The Intrepid Smarter Patient Program™ Protocol) that she voluntarily wanted and needed all the treatment, now. She was genuinely eager to get started and arrange the finances. She paid \$3200 by Visa, with a big smile, before leaving the office. I failed to ask for referrals because I was too busy "turning (mental) celebration cartwheels" to remember to do so! This is not the kind of result I have always been used to before this Program, to say the least - especially with a Patient at that age!



Dr. H
Washington

Patient "B.B." paid in full for ext. + full immediate max DTR \$1400. Prior to this, he and his wife would pay off dental bills at \$30-\$50 per month.

Dr. TK
Michigan

I have been a Dentist for 33 years. I had a very successful practice back in 1995. The office produced \$1,120,000 and I personally grossed \$256,000. I was a part-time course director at a dental school. I was very well respected by my staff, my Patients and at the University where I taught. I was I believed a very good, honest, hardworking Dentist and a caring person. Then and now I owe(d) my success to my parents. They taught me all of the characteristics that have brought about my success including how to adapt and make the best of any situation. God Bless Them.

I'd enjoyed all of the rewards Dentistry had to offer, *except job satisfaction*, BECAUSE I HATED BEING A DENTIST! I think most Dentists, at least those of us that have made or taken a phone call to/from The Intrepid Smarter Patient Program™, can relate to my story.

It was 1980 and I was a 26 years old kid when I decided to start my practice "from scratch". In those early years I really didn't know too much about dental insurance, I just did whatever I thought was right for Patients, case by case. My parents taught me to treat everyone in life, not just Patients, like family, and my dental education taught me to look at the whole picture, to treat my Patients in a comprehensive style. I treated my Patients with respect; I recognized a dental problem, formulated a comprehensive treatment plan and presented the plan to my Patient. My Patients liked me, trusted me and most of my Patients accepted my treatment recommendations. My practice grew quickly. I loved it.

I don't know when it happened, it was a slow, insidious transition to what I was to become. I have looked back many times over the years and wanted desperately to be that kid again, to love Dentistry. In 1980 I never dreamed that about 15 years later I would put my practice up for sale BECAUSE I HAD COME TO HATE BEING A DENTIST!

It was late in 1995 and I'd finally had enough. I put my practice up for sale; it was evaluated by a broker, the asking price was to be \$800,000. My family and friends were shocked when I told them I was selling my practice (my Patients didn't yet know). I could barely explain my



feelings to myself let alone my family and friends. I was trapped by my own success.

My parents taught me well: to adapt and make the best of any situation. I did as a matter of course in my life. I adapted to all of the pressures put on me by staff, Patients and most of all by the dental insurance companies.

My office policy and procedures were designed to handle these pressures.

Pre-determinations flew out my door; payment plans flourished, I maximized insurance benefits to my Patients, I staged treatment plans, I modified expensive treatment plans to make the plan more affordable, I tracked extensively off my "incomplete work list", I did everything that I knew was required to *"get Patients to accept treatment"* and *"get their insurance to pay for it"*. Moreover, everything we did was legal and ethical.

We did it all very well and made a lot of money. All of that said, I couldn't possibly get off this merry-go-round, I was definitely trapped by my own success. How could I explain this to my family and friends, when no one other than another Dentist could relate to my feelings? But there was yet another problem, at \$800,000 for the practice, a very fair price, it seemed that it was going to take some time to find someone to buy it and I was getting impatient.

I was thumbing through a popular National Dental Magazine to see if I could list my practice when I received promotional material directing me to the website for The Intrepid Smarter Patient Program™ containing an article entitled *"How Insurance Companies Do Everything Imaginable and Unimaginable to Patients!"*.

I talked to a friend of mine in the dental field about the article, telling him, *This guy, who wrote the ad, isn't even a Dentist and he has hit it right on, he knows exactly how I feel*".

Coincidentally and more important, luckily, sometime later I got a "cold call" from The Intrepid Smarter Patient Program™. I'm still not quite sure why I took the call, since I was selling my practice anyway, but I did. Maybe it was a last ditch call for help to get out of the trap, I really don't know but I suppose I thought I had nothing to lose. I took this "cold call" from The Intrepid Smarter Patient Program™ and talked to their Senior Consultant. I had never spoken to him before; he is not a Dentist, *but he knew me ... did he ever know me!*

He held up a mirror and showed me what I had become and HOW, WITH HELP, I COULD RECOVER MY EARLY ENTHUSIASM AND REMAIN FINANCIALLY SUCCESSFUL.

At first, I simply didn't believe him; in fact, I resented him.



He wasn't a Dentist, he couldn't possibly know what I knew, that I couldn't change Dentistry.

I had to continue to adapt to what Dentistry really is like, not try to change it to what I wished it could be. I had to continue to adapt, make the best of it or I could sell my practice, the only two options I had left.

I sincerely thought that this guy didn't really understand after all.

Then we talked a second time. He asked only that I be willing to listen and try to think clearly as he once again described the trap that I knew I was in but didn't understand.

I listened and began to at least understand how I was slowly, insidiously trapped into working for the insurance industry instead of working for my Patients and myself.

Although I was reluctant, he gave me some hope in those early conversations. So, I signed up for The Intrepid Smarter Patient Program™ for my office manager, myself and my staff. The rest of my story could fill 20 pages OVER THE LAST 17 YEARS and is still being written.

My Intrepid Smarter Patient Program™ Training has given me the Protocol that I needed to start to (and ultimately completely) take back control of my practice from the insurance industry. My attitude and therefore my approach to my Patients dental health is no longer "insurance dependent, insurance bound, or "insurance oriented".

Within the first 6 months we generated \$117,000 in cash in advance payments from satisfied Best Option Full Care Patients. With the daily help from The Intrepid Smarter Patient Program™ Team via (in the early years, fax) telephone, (then later) text and E-mail I changed my practice of Dentistry to what I always wanted it to be.

Thanks to The Intrepid Smarter Patient Program™ and my commitment to actively change what does not have to be, I once again feel like that 26-year-old kid that treated people just like family and did what was best for Patients regardless of anything their insurance company dictated. My staff and I have done a lot of great work over these 17 years and counting; and today, it's working better than I ever imagined. It's working so well that I can honestly say that I came to like being a Dentist again! My practice, very quickly, of course was no longer FOR SALE.

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Dr. J.
Arizona

I feel that I represent the average Dentist out there struggling to do the best Dentistry and balancing family and practice. For the past year I have been looking at my practice trying to figure in what direction we were going. I am involved in several DMO and PPO dental plans and I was watching the employers in my area switch from regular dental insurance to PPO plans and then to DMO plans as they try to cut back on their costs. Over the past year I noticed that my practice was becoming more and more insurance dependent, as I was getting more and more PPO and DMO insurance Patients. Soon, I was having the insurance companies calling me questioning my treatment plans and fees. They were contacting my Patients and accusing me of charging too much and other "illegalities" according to their "plans"• . My office was becoming chaotic, forcing me to see more Patients, in order to make the same income and my staff was not happy due to the type of Patients we were attracting.

I finally decided I needed to make a decision on how my practice was going to survive. I knew I had to get out of the PPO and DMO programs but I didn't know how to do it and still make a good living in Dentistry. Believe me I have been to just about every practice management seminar on the lecture circuit in my 16 years of practice; but none seemed to address my specific problem (how to get out of being insurance dependent). I would get some altruistic ideal message, but nothing concrete or specific.

Finally I got a call from The Intrepid Smarter Patient Program™, which seemed to address my needs and seemed to relate a message of a plan on how to become insurance independent. After looking at the ad for several months and finally picking up the phone and talking to The Intrepid Smarter Patient Program™ I felt that a solution was at hand. The Intrepid Smarter Patient Program™ had a specific plan and a method to make my dental practice insurance proof. I have been with The Intrepid Smarter Patient Program™ now for about 4 months. My practice is on the road to recovery and we will be insurance independent within the next 8 months. I have already eliminated all the PPO insurance programs and one of the DMO programs. I am selling and doing more Dentistry now than ever before. In fact, last month was my highest grossing month ever (over \$100,000.00). The quality of Patients (Patients who want and appreciate the work I do) is greatly improved and my staff is much happier with the changes we have made. My Patients are accepting more of my treatment plans (at that 65-80%, 4-point closing ratio) and they are paying for it in full before treatment even starts. Over the last 4 weeks I was paid over \$50,000.00 on treatment plans prior to the first appointment of treatment. All that changed was my use of The Intrepid Smarter Patient Program™ Protocols in presenting my Treatment plans to my Patients. I know that if I can do it, then anybody can do it. You simply have to decide that you are not going to be a pawn of the insurance industry anymore and learn how to present without having to resort to high pressure!"



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Dr. P's Office Manager
Utah

Thank you for helping us to identify the "TOXIC-CORROSIVE" Patient and to have the courage to remove them from the practice. Ordinarily as you have advised, we have removed "TOXIC-CORROSIVE" Patients with a letter. However, today it became necessary to remove a Patient physically from our office. This Patient verbally hassled our front office, Associate Doctor, criticized our financial guidelines of prepayment, said we didn't offer any better care than the cheap offices and referred to another Patient in the waiting room as a "boat" person because she was of Asian descent. Dr. P. explained our quality of care and promptly said this Patient would be happier in another practice. The treatment scheduled, 2 crown preps, were not completed or even started. We all feel great!

Dr. C's Office Manager
Texas

The saga of this Testimonial begins with a 72 year old lady needing \$15,000 in dental treatment. We followed The Intrepid Smarter Patient Program™ Protocol right through to a discussion of payment today then the Dr. bogged down in an objection and failed to test her interest, which would have been properly followed by having her “sell back” the Treatment Plan to me.

Instead, she left with a promise to return Monday after talking with her husband. With help from my Intrepid Smarter Patient Program™ Training Director I called the Patient that same day; told her I made a mistake; and could not allow her to close on Monday or any other day, until and unless she could “sell me” on why she should do the treatment.

I further explained that Dr. C would not consent to begin treatment or accept her money until she “sold” me on this point. (In her English accent, she said), "Oh, No - I really see the need and feel this is my only option. I plan to do the treatment. I will come to see you tomorrow," she said. We will see, I thought as we hung up.

The Next Day... and NOT “the following Monday” - The Patient brought a check for \$14,000 today, the Next Day! Thank you, Intrepid Smarter Patient Program™ Why am I surprised? You gave us the Protocol and Training for me to bring this one in!



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Editor's Note ::: The Intrepid Smarter Patient Program™ Sellback™ Procedure concerns activating a specific part of a Patient's "Executive Brain", making it possible for that Patient to evaluate the Best Option Full Care™ Treatment Plan offered, Objectively and Subjectively At The Same Time ... a requisite for any Patient (or any person making any kind of choice) to make a Voluntary Decision about Non-Emergency Treatment, which IS NOT based on sales pressure or even the slightest form of Persuasion.

Dr. S
Pennsylvania

I'd like to report my 1st Success with The Intrepid Smarter Patient Program™ when I closed Full Care Dentistry paid in full at start of treatment. The case is for \$7800.00.

Dr. P
Utah

Presented a \$2361 FULL CARE case. Using Sellback™. Case closed today! This was not a new Patient, it was an existing Patient we hadn't seen for 4 years! We received \$1800 and will pay the additional \$561 before next week.

Dr. F's Office Manager
Texas

Failure to sell Best Option Full Care Dentistry™ valued at \$12,000 is a success based on The Intrepid Smarter Patient Program™.

How, you may ask, can a *Failure* be a Success? Please read on.

The Doctor presented this case to his 60+ year old Patient, along with his wife (who had been identified as his most trusted confidant vis-a-vis his health care).

By the way, this was the Doctor's second interview with this Patient (the first time was without his wife) when only the treatment was discussed -- not the cost.



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At this point, the Patient was very interested in having the total restoration of his mouth as it was presented. He seemed to fully comprehend what was needed and verbally demonstrated this.

Therefore, the Doctor addressed his initial remarks to the wife. At the outset, she appeared to be a very angry person. She is a registered nurse and one would imagine understands the issue of healthcare. The Doctor presented the Best Option Full Care™ that her husband needed to maintain his dental healthcare and ensure a lifetime of good health.

At this point, the Doctor gave the Patient and his wife/healthcare-confidant the cost of treatment. Her immediate comment was *"That's ridiculous!"*.

We knew immediately that we had a "Toxic-Corrosive" healthcare confidant.

The Patient was interested, but very obviously not in control of the financial aspect. Selling a \$12,000 case to a Toxic-Corrosive Patient or his advisor would have been a big mistake!

In case you have not already seen the hidden Success Story, here it is. The Doctor felt good about his case presentation because it was THE BEST CARE for his Patient. Offering him less would have compromised the end result. He did not let the angry advisor nor her statement of "ridiculous fees" make him feel he should have offered any less treatment at any less cost! He learned that it is okay to offer the best. Very likely, any amount of treatment or cost would have been received exactly the same way.

Dr. F's Office Manager
Texas

We worked to acquire referrals today as per The Intrepid Smarter Patient Program™ Protocol and we found out that it really works! Are we surprised? Honestly, yes we are. But, we were hoping for 3 referrals and actually got 4. We have made attempts at "seeking referrals" at different phases of Patients' treatment and have been unsuccessful. However, when we followed The Intrepid Smarter Patient Program™ to acquire referrals - - - VOILA SUCCESS!! Dr. F. and I teamed on applying the principles and found it easier for the Patient and ourselves.

Dr. C
Oklahoma

Wow! We just sold a \$10,000 case. Very stable long-term Patient. Using The Intrepid Smarter Patient Program™ Full Care Case Presentation skills I requested that her husband attend the consultation. They were very clear about wanting treatment! Why didn't we present this before? We were scared of being rejected. FEELS GOOD!



Dr. S
Ohio

W.W. is a 75 year old woman who was referred to us by a long-standing Patient who is a friend of her daughter's. Anyway, W.W.'s sister told her that she had an ugly smile (this came out during our initial interview, after much discussion). W.W. was able to navigate the decision voluntarily regarding the complete treatment that would restore her smile, and presented us with a check for \$4,496 two weeks before the first appointment! Thanks to The Intrepid Smarter Patient Program™.

Dr. S
Ohio

Mr. C had only sporadically appeared at my office since 1979, usually for a toothache or a broken tooth. In fact, in 1992 and 1993 he lost two teeth due to not following through with my recommended treatment. However, this Spring Mr. C finally broke a front upper tooth off at the gumline. He agreed to have endodontic treatment done, and at my request presented a check for \$2286 to restore his smile. This from a Patient I was about to dismiss from the practice! Thanks to The Intrepid Smarter Patient Program™.

Dr. B
Michigan

Patient helped thru The Intrepid Smarter Patient Program™ who went forward with \$8500 - case, paid in full up front, voluntarily!

Dr. B
Alabama

I know that I'm not through yet but thought you might like to read a beginning Success Story. On August 14, The Intrepid Smarter Patient Program™ became my Mentor! There are many reasons for this and one measurable reason is in the area of Collections. Seldom have monthly Collections exceeded Production but with The Intrepid Smarter Patient Program™ Training, Sept. and Oct. are up significantly by 31% and 37% respectively. Compared to the same 2 months last year Collections are a whopping +249% Better. This is especially exciting and makes working more fun and enjoyable. Never in my wildest dreams did I think



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that this could be done and done so, without being linked to Managed Care and working at the pace of a mad man. Thanks to all of you at The Intrepid Smarter Patient Program™ for your help in keeping my practice free from the harness and harassment of Managed Care and transitioning back to “fee for service”. It feels great!! Thanks again.

Dr. G
New Mexico

Dear Intrepid Smarter Patient Program™ :: I am so excited about your program I can hardly sit still. I just started - have very little idea how or what I'm doing yet - and my Patients (4 of them) have authorized \$30,100 worth of Dentistry I would normally not have been able to transact at all and/or had paid for **now**. I have never seen a program so promising (and I have done them all - some more than once) to the way I want to practice Dentistry.

Dr. C
Texas

After 1 full year of applying The Intrepid Smarter Patient Program™, we had the most successful month ever in the history of this practice - Collections = \$119,471.53 - Production = \$121,927.95 - Thank you!



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