Just how important is the implant treatment coordinator?

By Roger P. Levin, DDS

It is nearly impossible to have a highly successful implant practice without an implant treatment coordinator (ITC) leading the way. This individual fosters a team approach between the surgical and restorative practices — a necessary component in implant dentistry. Without the ITC performing this crucial function, implant practices cannot reach their fullest potential.

This individual provides clear, consistent communication between offices. A communication lapse or breakdown can undermine patient confidence in the procedure and raise doubts about your professionalism. Levin Group has found that practices adding an ITC position can drastically reduce miscommunication and increase implant treatment acceptance.

A team approach between surgical and restorative offices benefits patients, doctors and staff. This type of collaboration can make the referral process less chaotic and highly productive. The ITC helps practices achieve a high level of case acceptance through patient education, internal and external marketing, relationship-building and superior case presentation.

The ITC is the:

Practice’s ‘communications officer’

The ITC should handle most of the communication between the restorative and surgical practices. Responsibilities include tracking all case presentation efforts, documenting case acceptance, scheduling patient appointments, conducting follow-up phone calls, monitoring the treatment program, and presenting patient financing options. Having a point person for implants ensures the ball does not get dropped due to miscommunication. A well-trained ITC facilitates cooperation between practices and boosts patient acceptance of recommended treatments.

Master of the schedule

When the ITC schedules all appointments for potential implant patients, three important objectives are accomplished:

* Continuity between the surgical and restorative practices.
* Greater patient confidence.

Champion of patient education

The ITC can help restorative partners inform patients about implants by providing brochures, posters and collateral materials. When patients are better informed, case presentation becomes easier and increases the likelihood of patients saying yes to implant treatment.

The ITC also plays a critical role in case presentation, educating patients about the advantages of dental implants while motivating them to accept treatment. Having an ITC allows an implant doctor to focus more on production and less on administrative work.

Conclusion

Acting as a liaison, the ITC helps both the surgical and restorative practices provide optimal patient care as well as eliminate miscommunication and bottlenecks.

An ITC promotes increased implant production by allowing the surgeon to spend more time performing surgery and less time dealing with administrative work. In short, a growing implant practice cannot operate without an ITC!

About the author

Dr. Roger P. Levin is chairman and chief executive officer of Levin Group, a leading implant practice management firm. Levin Group provides Total Implant Success™, a premier comprehensive consulting solution for lifetime success to implant clinicians in the United States and around the world.

Levin Group
10 New Plant Court
Owings Mills, Md. 21117
(888) 975-0000 or (410) 654-1234
customerservice@levingroup.com
www.levingroupimplant.com

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MEISINGER USA, L.L.C.
2442 South Tucson Way • Suite 130 • Centennial • Colorado 80112 • USA
Tel.: +1 (303) 268-5400 • Fax: +1 (303) 268-5407
E-Mail: info@meisingerusa.com • www.meisingerusa.com • www.bone-management.com • www.occlusalrouter.com

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