



# EXCELLENCE IS IN THE DETAILS

"The theme we're going to hear throughout this conversation is that details really matter," prefaces Erika Pusillo, Practice Optimizer at Spodak Dental Group, in a recent episode of *Call Box Dialed In*. From patient communication to office design, Spodak Dental Group hones in on a key aspect of dental care that often gets overlooked — experience.

Pusillo is a strong proponent of differentiating oneself as a practice on the basis of overall patient experience. She sat down with Katie Lorenc, Strategic Consultant at Call Box, to discuss why the rapidly growing practice has chosen an emphasis on experience. Despite the dental industry's

tendency to underestimate the effect of patient experience, Pusillo and her team understand that patients have come to expect a high level of customer service both inside and outside dentistry.

"When you think about iconic businesses that really have that experience down, you think about Apple and the way they revolutionized the customer experience. Just walking into the Apple store, you see how that's organized and how different it is from any other type of retail chain or store," Pusillo describes. "You think about businesses like Uber or other disruptors, and some of the things they all have in common is that they have the experience —



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and the end result of that experience — as their main driver to make decisions about their business.”

Organizations that prioritize experience provide customers with a memorable impression that often leads to repeat business. Pusillo knows that patients have many options when it comes to their dental needs; providing a seamless experience from start to finish

allows Spodak Dental Group to stand out from the competition and ensure patients return.

“Patients don’t know how to judge great dentistry; they only know how to judge good experience,” Pusillo explains. “Your crown is only as good as the way [the patient] felt. There are tons of studies out there that say that what goes into the experience is the way your practice smells, the way it

looks, the way teams interact with each other, the way they interact with patients. We really considered all of those things and the design of our building too. We touch on all of those senses and really develop that comprehensive experience for the patient.”

Just a few of the many areas Spodak Dental Group sets itself apart on the basis of experience include:



### REFERRAL WORKFLOWS

Spodak Dental Group boasts a team of 10 dentists, both general and specialized, under one roof. In doing so, the often arduous process of being referred to a specialist becomes a quick and seamless experience for patients. Through coordination of care, patients often meet their specialist or surgeon

chairside during their initial hygiene visit and are able to schedule any future visits on the spot. Patients reduce the time spent in the office and increase the trust they have in their dental team. They're also able to experience a vast improvement in the communication of their care among their dental providers.



### CALL CENTER DEVELOPMENT

In an effort to improve patient communications, Spodak Dental Group has developed a full call center model to handle patient scheduling calls. In doing so, front desk staff members are able to focus solely on the patients in front of them, and the call center agents are able to

better serve patients over the phone. Spodak Dental Group has seen calls answered more promptly, reduced hold times and voicemails, as well as increased appointments booked. Patients receive the full attention of the staff and, as a result, end up scheduling appointments more often.



## LEADERSHIP TITLES

Spodak Dental Group uniquely did away with typical job titles. Pusillo's role, for example, is office management and operations. Her title, however, is Practice Optimizer. The practice realizes words have significant meaning to both patients and staff, and "office management" often comes

with negative connotations that lack empathy and personal connection. By creating specific role titles that have more positive connotations, leadership is able to better serve both staff and patients, and develop a more collaborative office environment.

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Pusillo has helped Spodak Dental Group develop a detail-oriented culture that is often unique in dental. The practice's emphasis on improving patient

experience at every point of interaction positions its team to better serve its patients. As a result, the practice has realized ongoing growth and

created a distinct advantage in an increasingly competitive market.

