

# IMPLEMENTATION PLAN

FEES AND PRICE VERSUS VALUE PERCEPTION

SPEAR

## MAKING IT HAPPEN: STEP-BY-STEP IMPLEMENTATION PLAN

Assign a separate team member to “present” one of the following to the rest of the team:

- Choose 2-3 procedures with higher fees. Create a list of the benefits these procedures could have for a patient. Use these benefits as talking points for future conversations with patients who may be hesitant about proceeding with treatment.

**BY WHOM:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BY WHEN:** \_\_\_\_\_

- Think about the factors affecting perception of a practice that were mentioned in the video. (Environment, friendliness, promptness, cleanliness, up-to-date, well-trained). As a group, set a monthly goal(s) of what your practice can do to improve in one, a few, or each of these areas. Review progress at the end of the month.

**BY WHOM:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BY WHEN:** \_\_\_\_\_