

## - Optimising the use of the Re-Exam -

*Now that you know that patient retention is the most important driver of your business and your patient outcomes, it's time to install the re-exam in your system to address it.*

*Answer the below questions to maximise the effect of The Re-Exam:*

- 1. At what treatment number do your patients most commonly drop out? (this is the danger zone for you)**

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- 2. Now that you know the answer to number 1, at what stage will you install the re-exam?**

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- 3. What can you do differently in the appointments prior to the re-exam to make sure your patients (1) make it to the re-exam and (2) value your advice more? (e.g ask guided questions, drop the smile, focus on the plan, diarise it, milestone it etc)**

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**4. At the re-exam what additional services or products could you recommend to your patients to enhance their outcomes and grow your business?**

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**5. What difference would it make to your bottom line in \$\$\$ if your patients followed your additional recommendations?**

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**6. Of the additional services that you listed above, which of them could you provide a free trial in?**

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*(A high percentage of free trials convert into happy paying patients following the trial)*