Dental Office Management Corner

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PERSONALITY RX

Do you treat all your patients the same? If you learn to recognize different personality traits, you have an opportunity to truly connect with your patients and have a positive outcome. Let's look at a few examples of these differences and how we can respond to them successfully.

1. Analytical – They want facts and details, don't rush them
2. Social/Creative – Allow for brainstorming, but keep them focused
3. Amiable/Relationship Driven – Show empathy and build trust. Avoid confrontation and encourage them to share opinions
4. Hot-tempered – Stay calm, allow them time to cool down before problem-solving solving
5. Complainer - Listen without judgment, acknowledge their concerns, and redirect toward constructive solutions
6. Pragmatic – They just want the bottom line. Don't hold them up with a lot of unnecessary details

Body language and facial expressions are a great way to get a feel for what type of personality you are dealing with. If you want your patients to feel appreciated and cared about, take the time to recognize who they are. That is key to successful communication.