

DAZZLE CARDS

Desired Outcome: To surprise our patients, vendors, and each other with supportive, fun, personalized notes for no apparent reason other than to keep in touch and express our appreciation, apologies, commitment, and affection. Each staff member and the doctor sends two (or whatever the budget allows) dazzle cards a week to whomever they choose.

Measurement: The reaction of the recipients. The number of cards sent each week. The personal satisfaction for the senders.

1. Establish a budget for the Dazzle Card program that includes the cost of the cards and postage.
2. Purchase a variety of blank note cards and postcards for children, teenagers, and/or sports enthusiasts. Include sentimental, funny, and situational cards in the following areas:

A. graduation	E. new baby	I. thank you's
B. wedding	F. promotion	J. get well
C. vacation	G. sympathy	K. apology
D. birthdays	H. anniversaries	L. miss you
3. Place a variety of cards throughout the office for easy access by the doctor and staff.
4. At least twice a week, ask each staff member and the doctor to:
 - A. Choose an appropriate card for a patient, colleague, or anyone who made an impression on them during the previous week and write a personal note.
 - B. If the Dazzle Card is for a patient, document that a dazzle card has been sent in their chart.
5. Share dazzle card stories at each staff meeting.
6. Some examples of what you can write:
 - A. "It was fun seeing you today. You brightened my day with your stories about your vacation. I'm so glad you're our patient."
 - B. "I'm sorry your treatment took so long today. I appreciate your cooperation and patience and promise you that next time I'll do everything in my power to get you in and out on time. See you soon."
 - C. Johnny, you did so well today! I know you were a little frightened when you came in but you were very brave and helped us take care of you and your teeth. I'm very proud of you and look forward to seeing you next time. You were my star patient of the day!"
 - D. Mrs. Jones, thank you for paying your bill so promptly. It's patients like you that make my life so much easier! We appreciate you as a patient and your show of confidence in us by making such a financial investment in your dental health. Looking forward to seeing you again soon."
 - E. "Doctor, thanks for the raise! I enjoy working for you very much and am appreciative of all that you do for me."
 - F. "Tom, thanks for tracking down some gloves for us today. We were in a real bind and you pulled through as usual. I'm glad you're our dental rep. Thanks a lot!"

COMPLIMENTARY SAMPLE from *Standard Operating Procedures for All Dentists*

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