



Case Presentation Quiz

1. How many steps are in the Case Presentation Model?
 - a. 6
 - b. 3
 - c. 2
 - d. 8
2. Put the following case presentation steps in order (1 is the first step—6 is the last step):
 Interest
 Commitment
 Action
 Unawareness
 Awareness
 Belief
3. At which step do most staff assume the patient is ready to buy?
 - a. Interest
 - b. Belief
 - c. Awareness
4. If the patient asks you “how much does my insurance pay?” what should you do?
 - a. Stop what you are doing and tell them
 - b. Determine the case presentation stage the patient is in before answering
 - c. Proceed with the patient presentation ppt
 - d. All of the above
5. Name 5 pieces of empirical evidence put into the patient portfolio
 - 1.
 - 2.
 - 3.
 - 4.

5.

6. List the information recorded in the TX Planner ROF and who records it :

1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

7. What did you learn about your health at the last visit? Is:

- a. The first question the TX coordinator asks the patient
- b. Tells the Tx Coordinator the patient's interest level
- c. Indicates whether the patient is ready to buy
- d. All of the above

8. Asking what articles the patient was asked to read in The Medical Dental News is:

- a. The second tangible item used in Case Presentation
- b. Tells the TX coordinator what interests the patient
- c. Tells the TX coordinator the interest level of the patient
- d. All of the above

9. The "It's About Time" brochure is

- a. The third tangible item used in Case Presentation
- b. Leads into the Patient Presentation Power Point
- c. Shows the patient where he is in the Vicious Cycle
- d. All of the above

10. The Patient Presentation ppt moves the patient from:

- a. Awareness to Interest
- b. Belief to Action
- c. Commitment to Action

d. None of the Above

11. If the patient says “STOP” you should

- a. Stop
- b. Continue anyway
- c. Ask “How would you like to proceed?”
- d. A and C

12. Fill in the following percentages:

- No more than ____% of your blood should have unprocessed sugar in it to be considered healthy.
- ____% means your body is having a difficult time processing sugar and is often called “pre-diabetic”.
- Periodontal disease _____ your chance of becoming diabetic if you are “pre-diabetic”.
- Putting periodontal disease in _____ often helps normalize your blood sugar.
- ____% means you may need medication to help your body process sugar and you could be “diabetic”. If your score is __% or more, we will refer you back to your doctor for a diabetic consult.
- ____% of people with diabetes don’t know that they have this disease

13. A patient is ready to learn their A1c/CRP scores when they:

- a. Know what a healthy A1c/CRP score is even if they are in the health range
- b. Ask for their results
- c. Both A and B
- d. Neither A nor B

14. List three things that could keep the patient from moving forward with treatment:

_____ ; _____ ; _____

15. Using the CRP chart moves the patient from _____ to _____

- a. Interest to Belief
- b. Belief to Commitment
- c. Commitment to Action
- d. All of the above

16. Write out the formula for moving patients towards case acceptance:

What did you _____? + What does that _____? + _____ statement

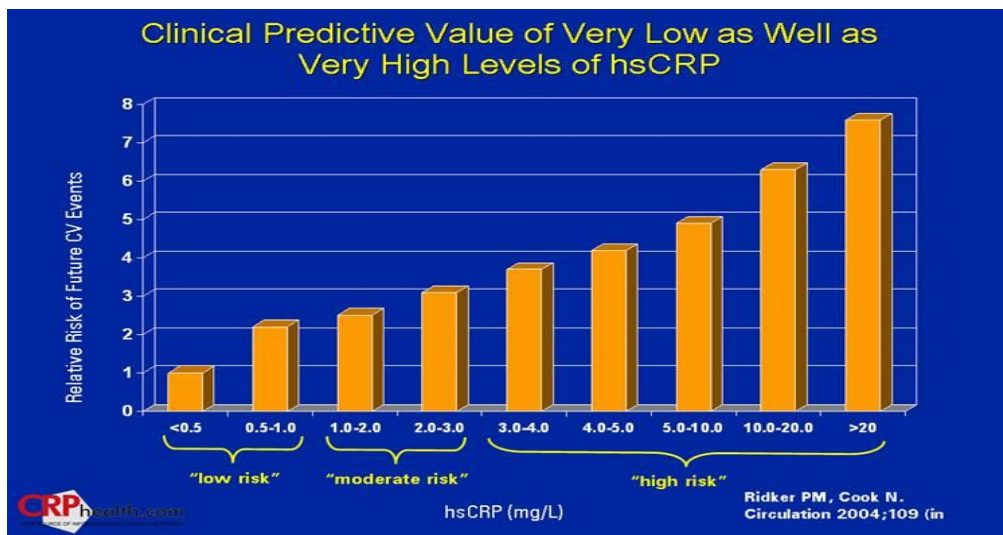
+ _____ statement=50%+ full case acceptance

17. How often must the above formula be repeated with each patient?

18. Deciding interest, belief and commitment happens in the patients:

- a. head
- b. heart
- c. hands
- d. a and b

19. Use the chart below to determine the increased CV risk for the following patients:



5 mg CRP=____Relative Risk b. 4.1 mg CRP=____Relative Risk c. Healthy is <____mg/L CRP

19. If the patient does not ask for treatment after learning his A1c/CRP scores, you should;

- a. Proceed with the treatment plan
- b. Know there is a 20% chance of case acceptance
- c. Ask "What do you think we need to do next?"
- d. Stop and set their next recare appointment

20. Asking the patient to rate the importance of getting healthy on a scale of 1-5:

- a. Tests their readiness for the Treatment Plan
- b. Moves the patient from Belief to Commitment
- c. Should be done before the Patient Presentation ppt
- d. Should be done before they know their A1c/CRP score

21. Asking the patient "What would make your rating a "5"?"

- a. Should be asked if the patient rated the importance of getting healthy <3
- b. Helps you to overcome objections

- c. Is co-discovery
- d. All of the above

True or False

- ___ It is always the treatment coordinator's fault if the patient doesn't accept the case.
- ___ There are three funnels in the Advanced Perio program
- ___ 20% of the time the patient will not accept TX at this time no matter what you say or do
- ___ 50% case acceptance is expected
- ___ 80% case acceptance is achievable on average
- ___ The hygienist is responsible to help the patient understand the value of ROF appointments
- ___ The administrative staff should pre-frame 2 patients per day for CDM Assessments
- ___ Little "yeses" help the patient accept the case more comfortably
- ___ It is important to have the perio patient sign the medical release if they insist on a prophylaxis
- ___ The patient should say yes to the time commitment before being asked to commit money
- ___ "You are correct, Ms Patient" is a connecting statement
- ___ "We need to understand each piece of the disease cycle, pinpoint where you are in the cycle and create a plan for health" is an anchoring statement.
- ___ "Shall we begin?" is an open ended question.

Match the phrases on the right with those on the left

What did you learn about your health at the last visit?		"Today we will learn how this could be affecting the health of your body".
"What articles did our hygienist ask you to read?"		"Shall we begin?"
"How would you suggest we proceed?"		Measures Interest
Asks Permission		On a scale of 1-5
Bad News...Good News script		Time Commitment
Pull out "It's About Time" brochure		Unawareness to Awareness
Patient's readiness to start therapy		Patient said "Stop"
Before Money Commitment		Bridge to presenting TX Plan
"The research listed in your Medical Dental News supports your decision."		Overcoming Objections
"What would make your rating a "5"		Confirms "Yes" decision

List the "little Yeses" of the Case Presentation Structure:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

- 9.
- 10.