

Requesting New Instruments: Communication and Strategy



Strategy Review

1. Research Product
2. Present Compelling Case
3. Demonstrate Cost Effectiveness / ROI
4. Identify Cost Reduction Areas
5. Department Alliance
6. Propose a Pilot Trial

Know the Answers:

- Do they have special rates?
- Direct or Dealer Sales?
- How much is it compared to our current product?
- What is the research?
- Why is it better than what we are using?

Be sure to know the same information/answers about the current product you are using.

Avoid an emotional unscripted conversation

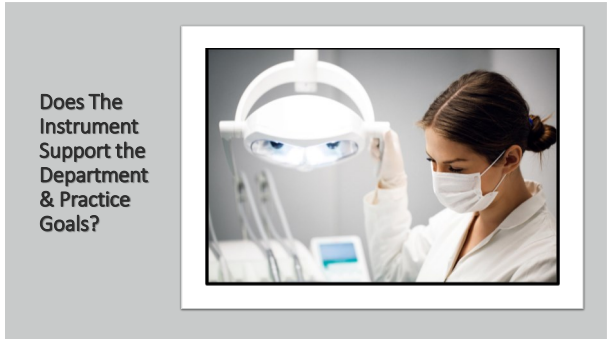
Six Strategies

1. Research:

- Gather relevant information about the instrument or product, including its features, benefits, and potential impact on your work or productivity.

2. Present a Compelling Case:

- Prepare a well-structured presentation and a document highlighting these points to present to the appropriate decision-maker.
- Emphasize how acquiring the instrument or product will contribute to the overall success of your practice.



3. Demonstrate Cost-Effectiveness:



- Show that investing in the new instrument or product will provide long-term cost savings or efficiency gains.
- Highlight any potential cost reductions, increased productivity, improved quality, or other tangible benefits that could justify the purchase.
- Present a detailed cost-benefit analysis or return on investment (ROI) calculation to support your request.

It is worth the investment to have the right tools.

The ROI is the value of safety, effectiveness, and efficiency.

4. Identify Cost Reduction Areas:

- Explore if there are any underutilized or redundant resources within your organization that could be repurposed or reallocated to fund the new instrument or product.
- By demonstrating a creative and resourceful approach, you may be more likely to succeed with your request

5. Collaborate and Form Alliances:

- Present a united front, leveraging the combined influence and expertise of your colleagues to support your case.
- Know who the decision makers are.

6. Pilot Program or Trial Period:

- Propose a pilot program or trial period to evaluate the instrument or product's effectiveness and assess its value, ease of use, and highlights.
- This approach allows decision-makers to see firsthand the potential benefits and make an informed decision based on evidence.
- Be prepared to track, document, and report the results during the trial period to support your case for acquiring the instrument or product permanently.

Remember, the success of these strategies will depend on factors such as your practice policies, budget constraints, and decision-making processes.

Customize your approach to align with your specific circumstances and practice owners.

INSTRUMENT PROPOSAL TEMPLATE

[Your Name]

[Your Position]

[Your Dental Practice/Organization]

[Address] [City, State, ZIP Code]

[Date]

[Recipient's Name]

[Recipient's Position]

[Recipient's Name],

The dental hygiene department is formally requesting the acquisition of new instruments for our dental practice. As a dental professional committed to providing exceptional oral healthcare services, I strongly believe that the addition of these instruments will significantly enhance our ability to deliver the highest standard of care to our valued patients.

To provide you with a clear understanding of our request and the potential benefits of these instruments, I have prepared a detailed proposal outlining the specific instruments, their purpose, and the advantages they offer. The proposal includes the following information:

1. Instrument Details:

- Name and description of each instrument
- Manufacturer or supplier details
- Cost per instrument and estimated total cost

2. Importance and Benefits:

- Explanation of how each instrument will enhance patient care and treatment outcomes
- Overview of the advantages and features of the instruments
- Potential improvements in efficiency, accuracy, and patient comfort

3. Supporting Evidence:

- Testimonials or case studies from reputable sources that demonstrate the efficacy and success of these instruments
- Relevant research studies or articles supporting the benefits of incorporating these instruments into dental practices

4. Financial Considerations:

- Proposed budget allocation for the instruments
- Potential return on investment (ROI) analysis, considering the long-term benefits and cost savings

In addition to the proposal, I am also open to discussing this matter further or providing any additional information or documentation that may assist in evaluating the feasibility of acquiring these instruments. I am confident that these instruments will not only improve our practice's clinical capabilities but also contribute to the overall growth and reputation of our dental practice.

We kindly request your prompt attention and consideration of this proposal. I believe that acquiring these instruments will be a wise investment in our practice's future success and the well-being of our patients. I am available at your convenience to discuss this request further or to provide any additional information that may be required.

Thank you for your time and consideration. I look forward to a favorable response.

Sincerely,

[Your Name] [Your Position] [Contact Information: Phone Number, Email]