



The Mystery Patient's Guide to Gaining & Retaining Patients

Suzanne Boswell

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Patients entering a dental practice, either for the first time or as life-long customers, carry with them memories of past experience - good and bad - as well as cultural biases based on consumerism and the media. The dental team can ensure every experience will be a good one, for both the patient and the practice by understanding these attitudes and biases and taking measured steps to deal with them.

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