Communicating with your patients

Instead of saying this ➡️ How about saying this

- *We’ll watch* ➡️ Treat while we monitor
- *Insurance coverage* ➡️ Insurance assistance
- *I see this …* ➡️ The radiograph shows
- *I found …* ➡️ Do you see this
- *Home care* ➡️ Daily disease control
- *Recall* ➡️ Recare

[Brand logos: 3M and ESPE]