Dentistry ROCKS: Systems for a Thriving Group Practice

AADGP Group Expo

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Las Vegas, NV

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DENTISTRY ROCKS
MASTERING THE ART OF A THRIVING DENTAL PRACTICE
To Receive the Course Handouts
text thriving systems to 33444
Gary’s Background

- Practice Advisor & Coach (Thriving Practice Academy)
- Frequent Speaker at Major Dental Meetings (Provided over 14,000 hours of CE)
- Author of over 350 Articles in Dental Journals
- Thriving Dentist Show Audio Podcast (iTunes)
- Owner, LifeSmiles Dental Care
Practice Success for Group Practices in 2016 and Beyond

Success Requires Mastery of 3 Distinct Realms

- Clinical Excellence
- Business Acumen
- Behavioral Sciences
A powerful definition of success:

“**Success** is peace of mind that is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.”

- Coach John Wooden
Six Goals for a Thriving Group Practice

- EBITDA of at least 20% (ideally 25+%)
- Marketing plan to consistently attract quality new patients
- Enough revenue to allow you to have state-of-the-art facilities, modern equipment, generous CE budget, use the best labs, latest technology and still achieve EBITDA of at least 20% (ideally 25+%)
- High performance Team you truly Love & enjoy working with
- Ability to attract quality Dentists
- Wide range of treatment services mix
Dentistry ROCKS!
The Power of Synergy: The Total is Greater Than The Sum of the Parts

Led Zeppelin

- John Paul Jones      Keyboards/bassist
- Robert Plant             Vocals
- Jimmy Page              Guitars
- John Bonham            Drums
Kennedy Center Honors Gala December, 2012

Led Zeppelin Tribute

• Ann & Nancy Wilson from ‘Heart’

• Washington DC Orchestra

• 2 Choirs

• Jason Bonham on drums
Lessons from Stairway to Heaven

Dentistry is a team sport----Often the difference between a good dental group practice & a world-class dental group practice is the presence of a high performance team

Legacy

Are you creating a legacy?
What would need to change for you to begin creating a legacy?
When will you start to make those changes?
24 Systems for a THRIVING Group Practice

1) Scheduling template to achieve a daily production goal
2) Scheduling system to accommodate new patients within 2-3 days
3) Hygiene scheduling system to achieve a daily goal of $\ldots$ per hygienist
4) Collection system to collect patient co-payment at or before time of service
5) System to follow up on past due insurance claims
6) System to follow up on past due patient accounts
7) System to follow up on unscheduled treatment
8) Marketing system to consistently attract quality new patients
24 Systems for a THRIVING Group Practice

9) System to ask for patient referrals
10) System to ask for online reviews
11) System to review practice overhead of 5 specific expense categories (staff wages, lab, dental supplies, rent, marketing)
12) System to achieve a whitening goal of 1 whitening per day
13) System for ‘conversion’ exams
14) Payment options to accommodate patients
15) Team incentive compensation system
16) Morning Huddle System
24 Systems for a THRIVING Group Practice

17) System for regular staff meetings including a format to review previous month practice performance
18) System for semi-annual planning meetings
19) Conservative perio therapy system
20) System for a remarkable new patient experience
21) System to use digital photos for patient education
22) Structured CE plan for your Dentists
23) Hygiene recall system to include process of confirming ‘at risk’ hygiene patients
24) System to reactivate past due hygiene patients
Comprehensive Marketing Plan

Internal Marketing: Creating Raving Fans

External Marketing: Traditional Analog Marketing

Digital Marketing: Using Digital Resources
Digital Marketing Strategies

✓ Strong website that is optimized for search ranking
✓ Mobile-enhanced website
✓ Search engine optimization
✓ Google Maps optimization
✓ Paid Search
✓ Social media plan
✓ **Online reviews**
Digital Photos for Patient Education

To be most effective, your system for digital photography must be simple:

1. Head & shoulders
2. Close-up retracted view
3. Upper occlusal view
4. Lower occlusal view
5. Left buccal corridor
6. Right buccal corridor

Many people are visually-oriented and they process information best by visual means.
Digital Photos for Patient Education

Ideally, upload these photos to a iPad or tablet for patient viewing so that the experience will be interactive:

“Susan, Dr. and I need to take a look at your x-rays. While we are doing so will you please look at the photos we have taken and make a note of any questions or concerns you have. When Dr. and I come back in we’ll answer any questions you have?”
The New Patient Experience

Keys to increasing case acceptance:

The patient doesn’t care how much you know until they know how much you care

Learn to listen so that people speak and learn to speak so that people listen
Communication

Often times the patient doesn’t ‘hear’ what we think we ‘said’

In many cases, very little communication actually occurs
The Most Significant Factor Limiting Practice Growth

The doctor’s and team member’s ability to communicate effectively with patients!
If You Ask the Right Questions You Will Get the Right Answers
Think of a number from 1-10
Multiply it by 9
If your number is 2 digits, break them apart, then add them together (ie: $27 = 2 + 7 = 9$) If your number is a single number then keep it at that.
Now subtract 5 from your number
Now choose a letter from the alphabet that corresponds to your number as follows: 1=A, 2=B, 3=C, 4=D, 5=E etc...
Now choose a country beginning with that letter
Now think of the last letter of that country
Now choose an animal that begins with that letter
Now think of the last letter of that animal
Now choose a fruit that begins with that last letter of the animal
How many of you are thinking of a Kangaroo eating an orange in Denmark?
I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou
The New Patient Experience

Office Tour: 3 minute tour to make a great 1st impression & inform patients about available services in your office
Promise Yourself by Christian D. Larson

To be so strong that nothing can disturb your peace of mind
To talk health, happiness and prosperity to everyone you meet
To help all you friends feel that there is something in them
To look at the sunny side of everything and make your optimism come true
To think only of the best, to work only for the best and expect only the best
To be just as enthusiastic about the success of others as you are about your own
To forget the mistakes of the past and press on to the achievements of the future
To wear a cheerful countenance at all times and give every living creature you meet a smile
To give so much time to the improvement of yourself that you have no time to criticize others
To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble
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Thriving Dentist Show podcast: Available (free) on Gary’s website, iTunes or Google Play