improvements in results!

production - PSMR

The formula: Improve any tactic in your practice to increase recall tactic.

With limited space in an article, it's impossible to discuss tactics that minimize open appointments - optimize filling how to do what they have to do to fill the chairs, to run the hygienists are similar. Your front desk personnel? Ooops! invested time and money to learn, practice and continue dentist, have three letters behind your name, because you to achieve great results. Look at it this way! You, the unfortunately, the list above can be found in most practices. Why? The tactic - in this case, recall, is lacking depth to achieve great results. Look at it this way! You, the dentist, have three letters behind your name, because you invested time and money to learn, practice and continue. Unfortunately, the list above can be found in most practices. Why? The tactic - in this case, recall, is lacking depth to achieve great results. Look at it this way! You, the dentist, have three letters behind your name, because you invested time and money to learn, practice and continue. The reason most businesses want to use e-mail is because communication and are more likely to respond and pass it down, up, across. The truth is that a lot of folks out there still prefer a personalized, warm and fuzzy hardcopy "printed" marketing piece! E-mail and social media can’t do!

What Direct Mail Does That E-Mail and Social Media Can’t Do!

by David King

When a new trend like electronic marketing takes place, a lot of people blindly jump on the proverbial bandwagon. The truth is that relying exclusively on e-mail marketing to contact patients can actually end up costing you a lot more than mailing a printed publication, considering the loss of "repeat and referral" business that you could have been generating by contacting your entire patient mailing list with a personal, proven patient education letter or publication.

After all, it’s a proven fact that sixty-nine percent of the people that quit doing business with any kind of business, quit because nobody said they cared. That business didn’t tell them often enough (or at all) how important they were to them! For example, the monthly, highly personalized patient education publications that we publish, personal letters, periodicals of interest, birthday and special occasion cards are some of the proven, and most effective, ways that you can communicate and build that important relationship with your patients every month!

E-mail and social media are also some of those ways. However, bear in mind that you are significantly limiting the amount of patients that you reach by only using this type of media because of the problems I previously mentioned. That’s why they are best used as an adjunct, a second touch each month. Don’t leave any patients out because of spam filters or because you don’t have all of your patients’ e-mail addresses!

It's hard for some people to hear these words, but here goes: The truth is that a lot of folks out there still prefer a personalized, warm and fuzzy hardcopy "printed" communication and are more likely to respond and pass it along to their family and friends than an electronic or digital marketing piece!
HAVE YOU NOTICED A REDUCTION IN YOUR PPO REIMBURSEMENT RATES?

As the dental insurance industry continues to go through significant changes, staying on top of the chaos is paramount to the financial health of any dental practice. Castle Rock Oral & Facial Surgery has relied on the professionals at Five Lakes Professional Services to analyze and manage the negotiations, optimizations, and credentialing for our practice and the results have been meaningful. Our entire team has had a wonderful working relationship with Five Lakes and highly recommends that you reach out to them if you would like to know more about optimizing your PPO participation. Contact Maureen Cari at Five Lakes if you would like to learn more.

Maureen can be reached at Maureen.Cari@FiveLakesPro.com or 877.955.2537 x 314 www.FiveLakesPro.com.

IS YOUR PRACTICE UP TO OSHA AND HIPAA STANDARDS?

CROMFS has received extensive training when it comes to abiding by both OSHA and HIPAA in the workplace. Improving workplace health and safety as well as protecting our patient’s privacy is very important to our staff. If you feel as though your practice could benefit from more training, we highly recommend contacting Steven Fuhriman of Synki Enterprises. He specializes in consulting practices on one to one to ensure you know the correct protocol for these entities.

Steve can be reached at 509-790-8822.

THE EXTENSIVE WORLD OF CODING:

With so many CDT codes in full effect, how do you know which codes to bill for and which to not? Dr. Paul Bornstein is a great resource when it comes to these questions and offers Dental Coding and Reimbursement Workshops that help identify common practice mistakes. With the New Year around the corner, feel confident in your staff’s ability to code your practice’s procedures and to make sure you are not inadvertently committing insurance fraud!

For more information to sign up for his class or to buy the audio CD visit: https://www.crosscountryeducation.com/cce/search/KeywordSearchResult.do?txtSearchSemInqpt=Paul+bornstein

For more information about coding visit: www.castlerockoral.com or call 303.663.7890 x 304.

HOW TO REDUCE OPEN APPOINTMENTS AND FILL THE CHAIRS

by John Cotton

When I walked in Dr. Kevin’s office this morning, I cheerfully asked Cheryl at the front desk, “Do you have a busy schedule today?” Cheryl replied, “Well, we did, but the day fell apart. Right now, it’s all-hands-on-deck to salvage something.” I could feel the tension. And, it didn’t improve as I walked through the practice.

This problem is repeated every day in thousands of practices. The problem isn’t one bad day, it’s too many bad days with too many open appointments! It’s the lost production that is lost forever. It’s the frustration. It’s the stress. It’s the worry. It’s the daily struggle to fill the chairs.

I recently reviewed the open appointment data for 10 solo GP practices and found the average number of open appointments for hygiene in 2011 was 81.32 per month. You can do the math on how much production is lost. My $4.89 calculator from Walgreens tells me the lost production exceeds $26,000 month-over-month. We all know open appointments can’t drop to zero. But, surely there has to be a way to minimize open appointments. Common sense suggests the aforementioned open hygiene appointments can be reduced by 15-20 per month (every month) and on the Doc’s side, by 10-15 per month. Combined, that’s $6,000 to $8,000 per month of no-brainer, low-hanging fruit production.

As a side note, it’s interesting that in a multi-billion dollar industry with a bunch of really smart people, you would think there would be a comprehensive, focused, step-by-step solution to consistently fill the chairs. In an industry that invests heavily in all sorts of practice management technology, dental products and, of course, human capital via payroll and benefits, focused resources to fill-the-chairs are grossly missing. Yet, it’s the economic engine of your practice.

Solutions! On the surface, anyone of us can list widely known solutions, from doing recall to updating your website with SEO, from appointment confirmation techniques to charging fees for cancellations, from advertising for new-patients to attracting referrals from existing patients. And the list goes on!

What works? All of the above can work. For that matter, many more ideas can work. But, nothing works very well, if at all, if a specific tactic doesn’t have depth in “how to do it.” Here’s an example of just one tactic to minimize open appointments. Lisa, at the front desk, is in charge of recall. In the morning huddle, Dr. Jones asks Lisa how she is doing with recall. Lisa responds that she is “working on it.” Here’s an example of just one tactic to minimize open appointments. Lisa, at the front desk, is in charge of recall.

What does “working on it” mean?

1. Lisa cheerfully does recall, but not very well-low results (3 out of 100)
2. Lisa has time to do recall, but it isn’t a priority-results suffer
3. Lisa hates to do it and, therefore, finds plenty of other duties to fill her day

Fill the Chairs
Direct Mail.........................................................(2)
PPO Reimbursement, OSHA & HIPAA, and Coding..............................................(3)

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