

## Re-Invent Your Practice... continued from page 1

A re-invention of your practice is the only way to create a dramatic shift in your practice success. "Add-ons" and "tweaks" in your practice are not enough to produce dramatic revenue growth, especially in this new economic environment.

You can tweak the way you do your marketing, or tweak the way you schedule your hygiene, or you can tweak the way you answer the phone, or you can add-on a new recall system, or add-on a new scheduling system, etc.

These changes can cause a small shift in revenue, but they will not produce breakthrough growth. Only practice reinvention will produce that kind of growth in today's economic environment.

### Here's how to re-invent your practice.

There are four ways you can increase your practice revenue:

1. **Increase your case acceptance rate.**
2. **Increase your capacity to do more dentistry.**
3. **Increase your number of high profit procedures.**
4. **Increase your number of new patients.**

I call my business model Practice SMARTS, and it works on all four of these revenue-producing areas of your practice at the same time.

Practice SMARTS is made up of the following:

1. **Systems for everything** – You would never think of getting on an airplane with pilots that didn't use systems and checklists. So, why would you want to "fly" your practice without written systems? Systems make it very clear how things should be done. Systems keep your team accountable. Systems keep things from falling through the cracks. Systems keep things running smoothly and efficiently. This adds up to increased profit and decreased stress.
2. **Marketing non-stop** – Continual marketing keeps a steady flow of new patients coming in month after month. The right marketing answers the question in the potential patient's mind... "What's in it for me?" If your marketing doesn't answer that question, it will not be successful. The right marketing is also an investment, not an expense. My marketing brings me a 4:1 return every month. Where else can I get a 4:1 return on my money these days?
3. **Absolute efficiency** – Do you want to see profit at the end of the month? Make everything in your office very efficient. Efficiency creates time. The more

time I have, the more dentistry I can do. The more efficient my team and I are, the more patients we are able to see. Efficiency is one of the best ways to reduce overhead because it increases production per hour.

4. **Reward team with profit bonuses** – The right bonus will turn your employees into "business partners." They will run the practice for you so you can focus on the patients and the dentistry. Your time is the most profitable when you are treating patients, not when you are doing all the other stuff in your practice. The right bonus motivates your team, empowers them, and lowers your stress.
5. **Team "selling" for case acceptance** – "I'll think about it doctor." - or - "I'll do the fillings, but I am going to wait on the crowns." Are you tired of hearing that? Helping patients to say "yes" to the treatment you recommend is a team event. Believe it or not the doctor plays the smallest role! Your case acceptance will go way up when you and your team connect with the patient on an emotional level and stop trying to teach them dentistry. Teaching dentistry to your patients is the wrong approach. People make decisions about their dental treatment based upon emotion... not education.
6. **Same-day-dentistry** – "Mrs. Jones, would you like to get that crown done today while you are here?" Did you know that your profitability on dentistry done today is much, much higher than waiting until next week? So, why would you want to schedule it for next week, be less profitable and also run the risk of a cancellation? Patients love same-day-dentistry too. That way they don't have to make another trip to your office.

Re-invent your practice, master the business of dentistry, and make the income you deserve! You have mastered the clinical aspect of dentistry... now master the business aspect of dentistry.

This is not a do-it-yourself project. You must get help from someone who has "been there, done that." You can't re-invent your practice by yourself. If you could have, then you already would have!

Dr. Mike Kesner is a practicing dentist and author of MultiMillion-Dollar Dental Practice. He is founder and CEO of Quantum Leap Success in Dentistry, a consulting company that helps dentists build the practices of their dreams in 24 months or less... Guaranteed! Dr. Kesner speaks nationally on topics related to mastering the business of dentistry.

480-282-8989 [www.QLSuccess.com](http://www.QLSuccess.com) [drkesner@QLSuccess.com](mailto:drkesner@QLSuccess.com)



## Is Your Receptionist Helping or Hurting Your Practice? by Joy Gendusa<sup>2</sup>

A good receptionist is absolutely vital to your marketing. Your office staff interacts with your patients far more than you do. If they aren't of the highest caliber, you could lose patients.

Hire a front desk person with an upbeat, friendly personality who will greet patients with a smile. Office skills can be taught, but great customer service usually can't. Find the right person for the job and watch patient satisfaction go up. Once you have the perfect person for the job, use the checklist below to train them to be the perfect dental receptionist.

The best way to make sure your receptionist always gets the information you need is to use a New Caller Sheet. This is a short checklist, like the one below, with space for the receptionist to fill in the information. This way he/she will be sure to ask all the right questions - every time. You may create your own or contact me for a sample sheet.

Once your receptionist is trained, you will begin to acquire information essential to improving your marketing strategy. Plus, you'll have happier, more satisfied patients because they will appreciate the level of professionalism and efficiency in your office!

- **BE VERY FRIENDLY** – Cannot be overstated
- Get a name and phone number right away from every person that calls in ("In case we get disconnected, what is your name and phone number?")
- Find out what prompted them to call - they need a checkup, they are in pain, etc. (You will use this to help strengthen your marketing, and change your offer if needed.)
- Find out how they heard about your practice and assume they want to set an appointment (*just assume it; do not ask if they want one.*)
- If they do not set an appointment, find out why. Then, keep a log with all of that information, along with the following stats: 1) How many calls came in. 2) How many were new. 3) How many set appointments. 4) How many did not set appointments. 5) How did they hear about us?

Joy Gendusa is the CEO of PostcardMania, an innovative full-service postcard direct mail marketing company. Joy's unique concept was to specialize in postcards and give her marketing experience away for free. You can reach Joy at 727-441-4704.

## Raising Fees<sup>3</sup>

What do you say if your new fees are challenged? Here's a great letter (by Dr. Steve Rasner) to use when patients question your fees. It's also a good idea to enclose a "How are we doing?" patient survey along with the letter.

*"Mrs. Priceconcern, I made a decision some time ago that I did not want to be ordinary. I did not want to give you what you could get anywhere and I decided I would do whatever it took to provide the patients who chose our office with not only exceptional dentistry, but extraordinary service.*

*I think it is already apparent to you that some serious thought goes into the people I entrust to serve you. The person, who confirms your appointment, greets you or helps you with your insurance – are quality individuals who command higher wages. The assistants that allow me to provide dental care in ways I know you can appreciate are different from what you might be accustomed to. And although not as apparent, I am sure you will accept my word that the supplies I use in this office and the labs I associate with are all conscious decisions. And, you know if you do things this way, a way that ultimately benefits you, it costs more. So yes, I am not the K-Mart of dentistry, but I have chosen not to be. And I believe the benefits are clear.*

*I realize you could have chosen a number of different offices. And, it is a fact that in choosing my office you will pay more. But I can look you square in the eye and know when I am done – there will be no question of the value to you that I have provided."*

### How are we doing?

1. Did we answer the telephone pleasantly?
2. Were you greeted by our receptionist within a few minutes of entering our reception room?
3. Was your visit in the reception room reasonably short?
4. Was the reception area clean and comfortable?
5. Was your treatment in our office comfortable?
6. Did we explain your needed dental treatment and fees to your satisfaction?
7. Was the clinical staff pleasant and helpful to you during treatment?
8. What did you like best about our office?
9. What did you like least about our office?

Since we are always trying to improve our service to you, our valued patient, please let us know anything we can do to make your visit more pleasant! – **Thanks so much!**

**OPTING INTO MEDICARE:**

With new regulations from the Affordable Healthcare Act, all dental providers should opt in to Medicare in order for current Medicare patients with commercial insurance to be treated. As the provider, if you are not opted in and a patient has Medicare with commercial insurance, the patient will be unable to use their benefits and will have to be treated as self-pay. Below is a paragraph from Delta Dental of Colorado to give you more information:

*“The Centers for Medicare and Medicaid Services (CMS) published a final rule in May 2014 that requires all physicians and eligible professionals - including dentists - to either opt in or out of the Medicare program to see Medicare members and receive payment. Delta Dental of Colorado has members who are eligible for services under Medicare Advantage Plans and, therefore, must comply. Because of the federal regulation, those members are unable to receive any services from a provider who has opted out of Medicare. Please support your patient relationships and opt in to Medicare. By opting out of the program, you will be out of Medicare for two years. For more information, go to the Centers for Medicare and Medicaid Services website: [www.cms.gov](http://www.cms.gov). If you have general questions about this, our provider relations team can help you; however, if you have more specific questions related to federal requirements, you will need to work with CMS.”*

**DOCTORS AND FRONT OFFICE STAFF!**

Did you know we have an online referral slip available for your convenience? Many offices love that it helps cut out additional work you don't have time for! Simply log onto [www.castlerockoms.com](http://www.castlerockoms.com), highlight 'Referring Doctors' and then click on the 'Referral Form.' Fill out the information for Dr. Hart to evaluate and attach any x-rays you would like us to have. It's quick, painless and less work for you. Please let us know if you need help and we would be more than happy to speak to you.



**SUMMER BOOKINGS:**

Summer is around the corner which means many of your patients will be looking to have their wisdom teeth removed. If you have patients that are looking into this procedure, please have them call us as soon as possible so we can get them on the schedule in advance. We thank you for referring them to our office!

**Re-Invent Your Practice**

*by Dr. Michael Kesner<sup>1</sup>*

Aren't you tired of hearing how bad the economy is?

Guess what? You don't have to participate in this economic downturn! I am serious. You can have unbelievable practice success in spite of the economy.

Don't get me wrong; I am not saying our economic problems are not real. They are very real. What I am saying is that you don't have to participate in this economic downturn... if you will re-invent your practice.

The economy did not cause the problems in your practice; it has just magnified the problems that were always there. The things you could get by with when the economy was good, you can't get by with now.

Times have changed. You can't run your practice the same way you have the last few years and expect it to continue to grow and be financially successful. Our economy has changed. The consumer has changed. How people pick a dentist has changed.

Breakthrough practice growth requires a willingness to let go of comfortable long-held beliefs about how a dental practice should be run, and re-invent your practice into what works today.

Steve Jobs was probably one of the best examples of someone who would adapt and change his company and products to the way the world is today rather than the way it was a few years ago. Mr. Jobs was not afraid to re-invent his business to take advantage of the changes taking place in the world today.

Apple, Inc. has continued to have quantum leap growth as a company in spite of the economy.

**Here's how this translates to your dental business:**

I am a practicing dentist. I have had more revenue growth in my practice during this recession than before the recession. My revenue went from \$675,000 in 2003 to over \$7 million in 2011.

The dentists I work with around the nation have also experienced more growth during the recession than any other time in their practice history. Many have revenues that are up 50% to 100%, this year over last year.

Why then, during the worst economy since the Great Depression, are we experiencing our largest growth ever? Let me answer that by asking you some questions.

Doesn't it stand to reason that the dentists, whose practices are in the top 1%, are running their practices differently than the other 99%?

Doesn't it also make sense that the top practices do things that don't come natural? In other words, if it came natural, wouldn't everyone be doing it?

Doesn't it also stand to reason that what they are doing is probably a little counter-intuitive?

What if you could find out what the top practices are doing, then duplicate that in your practice? Wouldn't you get the same results?

To dramatically change your level of success, shouldn't you dramatically change the way you practice?



Re-Invent Your Practice.....	(1, 2)
Receptionist Helping or Hurting.....	(3)
Raising Fees.....	(3)
Medicare, Referral Form, and Summer Bookings.....	(4)

**continued  
on page 2**