

NORTH RIDGEVILLE FAMILY DENTISTRY



Thorough ♦ Sincere ♦ Informative

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Practice Management Seminar

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The Dream Team

Consistently:

- On Time
- Always Smiling
- No Bickering
- Problems get resolved without involving the DDS
- No gossiping or complaining about one another
- Zero - "I don't do that" or "I don't know how to do that"
- Ownership and autonomy
- A genuine interest in the long term financial health of the office

Practice Vision exercise

- Describe the perfect office to you.
- What does it look like?
- What are the hours, the days of the week?
- What procedures are we doing normally?
- What equipment do we have?
- What are the *coffee stains*, and how do we get rid of them?
- How much time is devoted to recalls, NPs, implants, etc.?
- Where are the *bottlenecks* in our office, and how do we open them?

Attitude adjustment - recommended YouTubes

- Shawn Achor
- Dan Gilbert
- Arthur Brooks
- Tony Robbins
- Elizabeth Gilbert
- Amy Cuddy

Morning Huddle Agenda

- Conflicts in the schedule
- Calendar - Production, Collection, Goal monitor
- Amount on the schedule today, tomorrow
- Opportunities to fit patients in today
- Hygiene report - who has had tx recommended, but not yet scheduled
- DDS report - who is overdue for a hygiene visit

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Monitors

- Office Manager: Production/Collection
- How much was treatment planned? Accepted?
- How many patients waited 15+ minutes to be seated? DDS or HYG?
- Receptionist: How much is on the schedule today? Compared to goal?
- How many new patients were seen, and referred by whom?
- Hygienist: How much did you produce?
 - Did you recommend any additions to procedures?
- Dental Assistant: How much was spent on supplies, on lab?
 - Did you recommend any additions to procedures?

Creating a job description

Have everyone write down EVERYTHING that they do. Break it down as follows:

- Daily opening office
- Daily prep for morning huddle
- Daily tasks during clinical production
- Daily down time
- Daily closing office
- Weekly tasks
- Monthly tasks
- Monthly prep for team meeting
- Lastly, as a team, determine what tasks are left in “no-mans land”

Internal Marketing Ideas

- Handwritten notes to all new patients
- Handwritten notes to all referring patients, along w/ gift card
- Handwritten “just because” notes
- Follow up calls for all procedures over 90 minutes
- Send a basket of “Dental Goodies” to a patient at their workplace
- Hand-out business cards or toothbrushes all over town
- Have a table at local health fairs, and make your table most fun, provocative, and swaggy
- Ask one patient per day for a referral (“ask for a favor”)
- Organize a “dental health” lecture (the most effective marketing you could ever do)
- Facebook and YouTube

“Wow” your new patient

- Stand up, make eye contact, shake their hand, and call them by name
- Compliment them (somehow)
- Sit *next to them* while going over paperwork
- Offer water, coffee, etc.
- Introduce them to nearby team members
- *Learn* something about them
- None of this is optional -- it is part of everyone’s job description/office policy

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Atypical “niche” dentistry

- Neuromuscular Dentistry (LVI)
- Treatment of TMJ Disorder (Pankey Institute)
- Holistic Dentistry
- Treatment of Sleep Apnea (Sleep Group Solutions)
- Cosmetic Dentistry
- Simple Adult Ortho (Rondeau Seminars)
- Dental Implants to retain a Denture or to replace a missing tooth (Sam Lee, DDS)
- Sedation (DOCS)

Sample Scripting Questions:

New Patient Interview

- So, tell me, how do you feel about your teeth?
- On a scale of 1-10, how would you rate your teeth?
- Describe the ideal situation with your mouth/teeth
- Why is that important to you?
- How would you feel if this was fixed/ideal/perfect?
- How would you like to get started?

On the phone

- How much does it cost to pull a tooth?
- Does your office do teeth-whitening?
- My denture is only a year old, and it is very loose. Is there anything I can do?
- I need to make an appointment for a cleaning.
- Does your office take MetLife, Medicaid, Medicare?
- I need to get in today (when you have no openings today).

Treatment plan/fee presentation

- “Wow! that’s a lot of money!”
- “I’m going to have to talk to my wife.”
- “I don’t have that kind of money.”
- “I’m going to have to think about it.”
- “\$4000, for dental work?? Are you crazy??”

New Patient Experience Questions

Describe the ideal situation.

Why is that important to you?

How could we fix that for you?

How would you feel if this were perfect?

How would you like to get started?

What do you think will happen if we do nothing?

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Determining “the number” (*the amount you must collect per day in order to satisfy your life choices*)

- All home expenses
- All practice expenses
- Savings (Personal: retirement, 529, cushion, general fund), (Office: cushion)
- Desired extra payments towards loan balances (Personal: student loan, mortgage, car) (Office: start-up loan, line of credit, equipment loan)
- <http://www.whatsthecost.com/snowball.aspx>
- Then, divide all that by: the days left after desired number of fun, meaningful vacations

Dave Ramsey’s Baby Steps

- 10K in a non-investment emergency fund
- Eliminate all non-mortgage debt using the debt snowball
- 3-6 months of income in a savings account
- 15% of total household income into retirement
- Begin funding non-retirement tax-advantageous investment products
- Pay off rest of mortgage
- Accumulate wealth, and give generously

Helpful websites:

www.whatsthecost.com/snowball.aspx

www.daveramsey.com

www.whitecoatinvestor.com

Bonus

- Determine “the number”
- Tell everyone on the team what the number is
- Determine a percentage of profit collected over that number that can be shared by the team
 - This should total around 20%. This means that when you combine the bonus for *every* team member, the total adds up to 20% of the profit collected over the number.
- Tell everyone on the team in a way that they understand
- Put it on a calendar, and monitor daily

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Goal-Setting rules:

- Quantifiable
- Specific
- Deadline-oriented
- *Action*-oriented rather than *Results*-oriented

Monthly Meeting Agenda

- All Monitors for the month
- Scripting exercise (mandatory for all staff meetings - must be recorded)
- Video/YouTube
- Book Report
- *New training*
 - Long term practice vision exercise
 - New patient experience
 - “Coffee Stains”
 - Overhead reduction exercise
 - Internal marketing initiative
 - Dental health lecture assignment
 - How to not miss any NP phone calls
 - Goal setting, both personally and professionally

Recommended Books

People Buy You, by Jeb Blount

How to Win Friends and Influence People, by Dale Carnegie

The 7 Habits of Highly Effective People, by Steven Covey

The Secrets of a Millionaire Mind, by T. Harv Eker

The E-Myth, by Michael Gerber

The Invisible Touch by Harry Beckwith

Customer Satisfaction is Worthless, Customer Loyalty is Priceless, by Jeffrey Gitomer

The Millionaire Next Door, by Thomas J Stanley

EntreLeadership, by Dave Ramsey

Total Money Makeover, by Dave Ramsey

Blue Zones, by Dan Buettner

How Not to Die, by Dr. Michael Greger

10% Happier, by Dan Harris

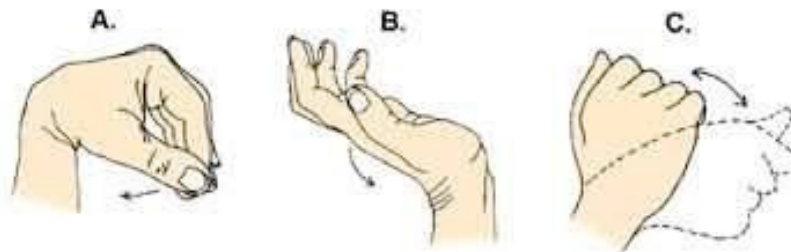
Interview questions when looking for a new employee

- *I have been interviewing all day. Would you mind taking this \$10 and running across the street to get me some coffee? Get something for yourself too.*
- *I have 8 interviews scheduled today. In your opinion, what makes you a better candidate than anyone else?*
- *Get to know me.*
- *How do you feel about someone potentially spending \$20,000 on their teeth?*

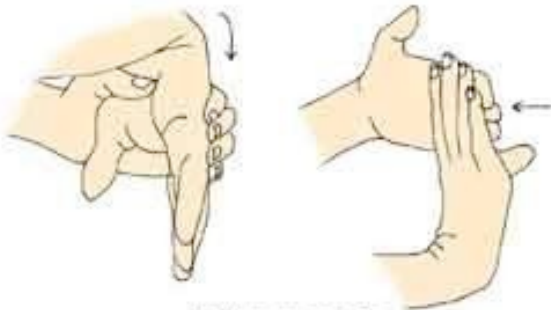
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Wrist: Active range of motion



Wrist stretch



Wrist extension stretch



Wrist flexion stretch



Pronation and supination of the forearm

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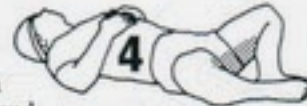
AM & PM

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Stretches for **Lower Back Tension**

Approximately 6 Minutes

These stretches are designed for the relief of muscular low back pain and are also good for relieving tension in the upper back, shoulders, and neck. For best results do them every night just before going to sleep. Hold only stretch tensions that feel good to you. *Do not overstretch.*



30 seconds
(page 26)



10-12 seconds
2 times
(page 46)



15-20 seconds
each leg
(page 51)



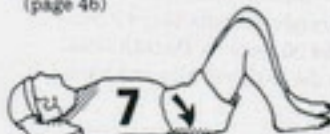
5-15 seconds
2 times
(page 33)



20-30 seconds
each leg
(page 63)



Contract 3-5 seconds,
then relax
2 times
(page 27)



Contract 5-8 seconds,
then relax
2 times
(page 29)



Rock gently back and forth
15-20 times
(page 26)



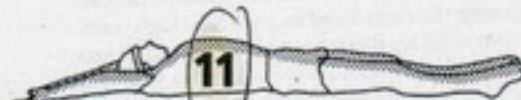
15-30 seconds
each leg
(page 27)



10-15 seconds
each leg
(page 32)



10-15 seconds
2 times
(page 63)



5 seconds
2 times
(page 30)

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SETTING GOALS WORKSHEET

Name: _____ Date: _____

	6 month	1 year	5 year
<i>Physical — exercise</i>			
<i>Physical — diet</i>			
<i>Social</i>			
<i>Family — spouse</i>			
<i>Family — kids</i>			
<i>Financial — savings</i>			
<i>Financial — other</i>			
<i>House</i>			
<i>Philanthropy</i>			
<i>Spiritual/Religious</i>			
<i>Professional</i>			
<i>Dental office</i>			