

“The Doctor as CEO”

8 easy things Doctors and
Practice Managers can do
starting today to reduce stress and
make their work lives easier and
more fulfilling.

How many are you doing?



THE

PRACTICE
SOURCE

A Wellspring of Resources for Advancing Your Practice

No. 1: Hold an annual planning and goal-setting session.

Operating your practice without an annual plan is like driving cross-country without a map. Sure, you may get there eventually, but at what cost? How much time did you waste? How many wrong turns did you take?

How much money did it cost you?

Annual plans address such important issues as:

- What are my goals for this year and how will I meet them?
- How many days do I, and my hygiene staff, need to work?
- Is my overhead in line with industry norms, or out of control?
- How much do I need to produce and collect to meet my goals?
- Should I invest in new equipment?
- Can I contribute more to my pension fund?

Whether you're just starting out, or have been in practice many years, annual planning is a must if you desire financial stability, predictability and profitability in your practice.

There's still time... do this now and start the new year off right! Call 415.924.5213, or visit www.ThePracticeSource.com/FastTrack



*From **Take Control of Your Overhead (in 7 Easy Steps)**,
a component of the 3-volume management series,
The Doctor as CEO.”*

No. 2: Learn how to hire the right staff, every time.

Sometimes you just get lucky. Standing behind your desk is Florence (or Lawrence!) Nightingale... a combination of professionalism, kindness, and efficiency; a creative go-getter, a great communicator.

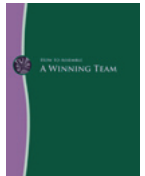
“Wow, you think to yourself, I need to hire that person today!”

Unfortunately, “perfect” applicants rarely appear out of the blue. But they are out there, and successful practices take the time and apply the hiring techniques that are necessary to find them, including:

- Having a clear picture of the person you want to hire. (No “I guess he’ll/she’ll do.”)
- Promoting the position effectively.
- Using telephone screening to save time, money and potential hurt feelings.
- Applying interview techniques that maximize the information-gathering process.
- Checking references appropriately – it’s much more than just a phone call.
- Making the job offer in a way that ensures the answer is ‘yes.’
- Putting a training plan in place to motivate and inspire your new employee.

Take the “hit-and-miss” out of assembling your winning team. Use a proven, step-by-step system that makes the hiring process as stress-free and predictable as possible.

*From **How to Assemble a Winning Team**,
a component of the 3-volume management series,
“The Doctor as CEO”.*



No. 3: Stop re-inventing the office communications wheel.

“There isn’t enough time in the day to...”

Fill in the blank for your practice. Chances are good at least one of the things on your list is “...develop a library of aids, checklists, forms, customizable letters and checklists that allow my staff members to save time and keep communications professional and consistent.”

You’re not alone. The majority of practices continue to re-invent the office and patient communication wheel, despite the fact that there are professionally written, customizable resources available to them. Just a few of the 32 resources included in the The Solution Forms Kit are:

- Telephone Communication Slip (Get the right information every time.)
- Sample Collection Letters
- New Patient Welcome Letter
- Letters to Past Due Patients
- Huddle Checklist
- Scripts for Re-Activation of Past Due Patients

Do what you do best, and rely on other professional, affordable, resources to help you maintain an efficient, effective, patient-focused practice.



*From **The Solution Forms Kit**, a component of
the 3-volume management series,
“The Doctor as CEO”*

No. 4: Learn how to hold productive meetings.

When it comes to staff meetings, which of the following best describes your practice?

“We don’t hold regular staff meetings because they’re not productive.”

“We hold regular staff meetings, but no one really gets much out of them.”

“We gave up on holding staff meetings altogether.”

The truth is, staff meetings are a must for any successful dental practice. And you can make them productive and even enjoyable by following just a few simple rules:

- Commit to just one hour per week for staff meetings.
- Understand there are different kinds of meeting with different objectives: huddles, numbers, training and teamwork.
- Create an environment for success, where every staff member feels valued and involved.
- Don’t expect to make giant leaps every week. Look for small, continuous improvements.

Successful practices recognize the importance of productive, results-oriented staff meetings. Do you?

*From **Making Meetings Work: How to Get Great Results from Working On Your Practice, Not Just In It**, a component of the 5-volume management series, “The Ultimate Staff”.*



No. 5: Learn the secrets of foolproof appointment scheduling.

It may seem like just a piece of paper, or a single screen on your computer monitor, but few systems have the ability to impact a typical day in your practice more than ‘the schedule.’ When the schedule works well, patients are happy, staff members are motivated and energized and profitability and productivity soar.

When the schedule is not running according to plan, however, for whatever reason, you often end up with dissatisfied patients, overly-tired and demotivated staff, and a doctor who wants to know “what happened?”

‘Foolproof’ appointment scheduling principles will show you how to:

- Guarantee a productive schedule
- Use a scheduling template to build ‘ideal’ days
- Fit it all in – learn the best way to schedule exams, emergencies and other unexpected events
- Determine the ‘perfect’ appointment length
- Fill openings easily and quickly
- Use verbal skills to handle common scheduling challenges

Learn the principles, determine your practice’s scheduling protocols, adhere to the standards, reap the rewards!



*From **Foolproof Appointment Scheduling: The 10 Things Every Staff Member Will Need to Schedule Successfully**, a component of the 5-volume management series, “The Ultimate Staff”.*

No. 6: Know how to make “perfect” payment arrangements.

Is it any surprise that discussions about payment arrangements with your patients can be awkward and stressful at times? Of course not.

The good news is that it does not have to be that way. There are simple steps you can take, and guidelines you can follow, that will actually lead to better relationships with your patients once they realize the monetary value of better oral health, and once you and your staff realize how liberating a sound payment arrangement system can be.

Successful practices have learned how to:

- Make ‘perfect’ payment arrangements. (Hint: there are 7 easy steps.)
- Develop sound internal credit guidelines.
- Identify the characteristics of a ‘winning’ Financial Coordinator.
- Define each team member’s role in the payment arrangement process.
- Conduct ‘perfect’ negotiations.

When the financial commitment is clear – and fair to all – the outcome will always be the same...win/win.

From “Perfect” Payment Arrangements: Profit-Driven and Patient-Pleasing Guidelines to Ensure a Successful Outcome Every Time, a component of the 5-volume management series, “The Ultimate Staff”.



No. 7: Invest in a comprehensive new patient process.

Investing time in a comprehensive new patient experience can revolutionize a dental practice.

When a new patient is “heard” every step of the way, and given the opportunity to share their thoughts, interest and concerns, the results are amazing, including:

- greater case acceptance
- healthier patients
- more motivated and dedicated staff members
- peace of mind for you as the doctor, knowing one more person is on their way to better dental health

Commit to a consistent process and prepare for exciting results... patients who are delighted with their new patient experience and ask, “When can we start?”!



*From **The Comprehensive New Patient Experience: From “Thank You For Calling” to “When Can We Start?”** a component of the 5-volume management series, “The Ultimate Staff”.*

No. 8: Learn how easy it can be to provide “remarkable” recare.

Often Doctors and Hygienists approach the recare department like this: keep patients coming in regularly for “cleanings”, do the best you can in the time allotted, hope what you are providing cannot be called “supervised neglect” and hope for profitability, not from recare but from restorative dentistry.

There are a number of reasons for this, but in order for your patients to enjoy good oral health, to understand their periodontal condition, to have Hygienists who are energized by the level of care they are providing, and to finally enjoy profitability in the recare department, things must change.

“Remarkable Recare” departments include these components:

- Patients who are motivated to return for recare.
- Patients who say “yes” to periodontal treatment regardless of their dental benefit limitations.
- A hygiene staff who is excited about the level of care they are providing.
- An 85% recare return rate.
- 35% of services billed out of recare are periodontal procedures.

Is your recare department ‘remarkable’? With a set of simple processes and procedures in place - it can be!

*From **The 1-2-3 of Remarkable Recare: How to Keep Patients Active, Motivated and Invested in Their Oral Health**, a component of the 5-volume management series, “The Ultimate Staff”.*



“The Ultimate Staff”

The advice in this booklet was brought to you by Debbie Castagna and Virginia Moore, whose experience and expertise in dental management consulting ranges from work in private practice to founding their total practice resource company, The Practice Source. Virginia and Debbie are popular and highly sought-after speakers, and co-authors of management resource guides The Doctor as CEO and The Ultimate Staff. They are frequent contributors to industry journals, including Dental Economics, Dental Products Report and Dental Tribune International.

Prices:

The Doctor as CEO 3-Volume Boxed Set: \$269 + S/H

The Ultimate Staff 5-Volume Boxed Set: \$449 + S/H

Individual manuals: \$99 + S/H

Order securely online at www.ThePracticeSource.com

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