

Sure-Fire Ways to Grow Your Practice

Actions of Successful Teams

1. There is a strong leader and solid ethical team.
2. Patients are thanked for referring others to the practice.
3. They are organized and have time-tested systems that give predictability and consistency.
4. Duties are divided and staff know what they are responsible for.
5. All members of the team are good communicators and know how to promote the practice and each other.
6. They know how to prevent and recognize patient upsets; they run directly to upset patients, not from them.
7. The doctor enjoys being a dentist and every aspect of it, including running a business.
8. There is no pack leader (or alpha dog). Negative energy works against success. The team supports one another.
9. The practice has production goals for each provider.
10. The practice has a vision and goals that the team created together along with the doctor.
11. Patients receive post-operative treatment calls.
12. The office sends baby gifts, sympathy cards and congratulation cards to patients when appropriate.
13. They utilize photographs for treatment presentation and follow-up on unscheduled treatment.
14. Gift certificates are offered for portraits after cosmetic dentistry.
15. The person answering the phone is one of the most skilled in communicating. Many times offices put the least skilled "new-girl" as receptionist; big mistake.
16. Someone is appointed to be the senior over the schedule making sure daily production goals are met.
17. The office is updated and clean (yes, clean restrooms are important). The outdoor sign looks sharp and the building looks fresh.
18. The phones are answered by a live person during regular business hours, Monday through Friday.
19. They personally call to confirm patients because they know that the tone of voice and patient reaction (to the confirmation call) is key.
20. Team members track key monitors that align with their positions and report them at monthly staff meetings.
21. They have regular huddles and staff meetings.
22. They know that patients will compare the practice to their previous dentist and use that to their advantage.
23. Monthly collections are at least 98% of adjusted production.
24. There aren't a lot of rules for the prospective patient when they first call the office. Patients can get in fast.
25. The office is service-oriented. The team is aware of the importance of internal marketing and they have a plan. They are getting a majority of new patients by referral, which is the true measurement of how well they are doing regarding service.
26. They work to retain patients with a solid recall system in place.
27. Quarterly newsletters, birthday cards and Christmas cards are sent to patients as part of their internal marketing efforts
28. The doctor is aware of overhead percentages.
29. They have an updated website and personally visit it to verify it is working and current.
30. They are taking CE together and improving their skills.