

## **SOLO DENTIST**

### **Background:**

This client engaged our team to assist in the development of his stagnant practice. After 20 years in business, he had hit a plateau and could not seem to produce over \$800K. He performed general dentistry in a family practice, focused on the restorative process. He considered dentistry to be quite fun, and enjoyed ortho, oral surgery, endo work of all kinds and crown and bridge. He ended the year prior with \$763,000 in production and \$726,000 in collections. The office had 4 clinical operatories, two hygiene bays, a long-standing hygienist, two clinical assistants and two front desk employees. We had the room. Just not enough organization to capitalize on it.

### **Problem:**

The doctor's schedule was chaotic, as he frequently did difficult surgery, saw ortho patients and routine restorative all at the same time. He was extremely fast but could not seem to manage his time; he was constantly pulled in every direction. The patient base was deeply driven by insurance as insurance payments accounted for 74% of all income. New patient numbers had fallen by 38% in the past 2 years. Overhead was at 72% and no provider was as productive as their time allowed. Like many clients, this doctor was unsure of many suggestions, and he **didn't want to change who he was or how he practiced**; he simply wanted a greater return for his considerable daily effort.

### **Implementation:**

- Introduced a new way of approaching his schedule including a complete overhaul of the operative and hygiene schedule.
- Instituted new efficiencies into the administrative staff's work responsibilities, so we could best manage each person's effectiveness.
- Implemented a new protocol in hygiene to reactivate patients, pre-appoint existing patients, and confirm appointments effectively. Created and trained a position to manage the hygiene schedule, which was essential to operative success.
- Implemented annual performance reviews to give positive feedback to the team; this dentist was admittedly not good at expressing positivity to staff about their efforts, and he wanted to improve.
- Changed the new patient process to reflect certain marketing initiatives.
- Utilized internal marketing efforts to encourage referrals and to turn cancellations into appointments.
- Created a whole suite of marketing materials to fuel more new patient acquisition.

### **Results:**

Within 12 months, the practice saw a 28% increase in production (\$972,500) and 21% in collections (\$910,020). That reflects an increase of \$184,000 in collections, or over \$15,000 per month. The next year was even better with final production at \$1,165,616 and collections registering at \$1,172,492. This is a full increase of 29% over the previous year's collections.

**The end result: the doctor collected an additional \$37,000 per month in profit that he had not realized prior to coaching.**

With the extra income, the client completely renovated the office, added an orthodontic assistant to support the ortho schedule, paid for additional cosmetic education and created a compelling message for the office that goes on to this day. He also implemented a bonus strategy that encouraged the team to help him meet his goals. His success is sustainable for the future when we are no longer a part of his team: this case really is the outcome we work toward.