

SOLO DENTIST

Background:

This late 40's solo practitioner was in an urban area and had been in practice for 12 years when he engaged our team. He only had one operatory (!) and did all his own hygiene. His patient base of less than 700 was primarily middle-aged/older adults, but they were quite loyal.

Problems:

This doctor worried constantly about paying his bills and funding his retirement; he needed to expand his office but wasn't financially able to pay cash for the upgrades. His practice was in a small house and he lived upstairs; never able to leave work! His schedule was frequently open with patients who didn't show up. When we first started working together, his annual production was \$291,000 and collections were \$288,000, or about \$24,000 per month.

Solutions:

- Paired this dentist with the appropriate lender so he could expand his operatory space. Assisted with the office upgrade.
- Realigned and templated the schedule for a complete realignment of doctor time, placing operative appointments in the ideal time slots and helping his staff train patients to fully value their appointments.
- Assisted in the hiring and training of a completely new team including a highly experienced dental assistant, a front desk person with an extensive dental background, and a hygienist.
- Revamped all forms and systems in the office and introduced them to a dental software system, replacing their current paper system of scheduling and accounting. (Yes, offices everywhere still use paper charts.)

Results:

During the coaching relationship, collections went from \$288,000 a year to \$466,000 – a 38% increase (\$178K). This breaks down to an increase of \$15K a month. The office expanded and the dentist was able to purchase a comfortable home nearby. He began to fund his retirement, paid off all his bills and was able to pay cash for networked computers along with significant technological upgrades to his office. **Finally, with the diminished fear of what his future might look like if he did not make changes, he was able to take control of his business instead of allowing it to control him.**

This dentist, while practicing small with two chairs, is still able to create a unique patient experience with every person and continue to grow his production per chair.