

Solo Dentist, 133 Days Per Year

Background:

This practice is rural, with 6 total ops. I knew the dentist from a prior location, in a different state, though we did not work together at that time. He hunted with some long-term clients I worked with at the time, so that's how we met. He struggled in that location and was very frank about being 30 days away from bankruptcy, before selling and buying an existing practice in a small town in a different state.

Problem:

The “new” practice is heavily Medicaid driven and is the only source for those types of services within 200 miles. The annual individual budget for each patient is \$1205 and can be used for both preventive and restorative services. The practice is open Tuesday, Wednesday and Thursday, when the dentist is available. This dentist is **very intent** on taking a lot of time off to hunt and fish during respective seasons, so our whole focus has been making the absolute most of the days they are present.

Additionally in 2022, he bought a satellite location that's two hours away and sees patients there 2 days per month. They do not accept Medicaid at this office.

Implementation:

- Maximize daily production and streamline collections so we generate the most revenue
- Install an effective marketing campaign for both locations (print, digital and social media) to enforce the brand, advertise open days and available appointments, and showcase ancillary services offered
- Sourced and contracted the purchase/installation of an LED sign at the primary location to have a constant marketing message available to passers-by. We manage the sign content, photos and messaging and program the sign ongoingly
- Manage the onboarding, payroll, and training of new hires. This location has had some staffing issues since we are only open limited time and it's technically a part-time job for employees. We've offset the shorter hours with fair wages, guaranteed hours, a monthly stipend to go toward employee health insurance, uniform and shoe allowances, and generous PTO and sick time policies. This attention has brought us stable, engaged teammates, and likely the best team this client has experienced in his career.
- Manage day-to-day operations and patient relation concerns, giving a solid and available image for the office, even when their office may not be open to see patients

Results:

In 2024, this client worked 133 days (at both locations combined). **After all expenses were calculated, his take-home pay was \$414,000.** This includes salary (he takes a low bi-monthly paycheck), health insurance, automotive reimbursements, and distributions. **He hunted all over the globe on his vacations and came back refreshed and energized after each week off (a total of 8 weeks).** This is one of our most compliant and engaged clients, and the actions implemented have had a significant impact – it's work we love to do!