

ASM18

Annual Spring Meeting



Nuts and Bolts Key Strategies for Peak Performance

Presented by:

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“Develop at attitude of gratitude and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation.”

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“CHALLENGE MEDIOCRITY AND CONSTANTLY LOOK FOR WAYS TO PERSONALLY CONTRIBUTE TO AN EXCEPTIONAL EXPERIENCE FOR YOUR PATIENTS – BEFORE, DURING AND AFTER THEIR CARE IN OUR OFFICE. TO ALWAYS ASK THE QUESTION: What more can I do?”

Where should we focus?

“PEOPLE OFTEN SAY MOTIVATION DOESN’T LAST. NEITHER DOES BATHING – THAT’S WHY WE RECOMMEND IT DAILY.” ZIG ZIGLAR

WHAT IS YOUR GOAL?

WHERE DOES YOUR PRODUCTIVITY COME FROM?

ACTIVE PATIENTS

NEW PATIENTS ACCEPTING TREATMENT

PATIENTS OF RECORD ACCEPTING TREATMENT

PRODUCTION GENERATED FROM CONTINUING CARE

AVERAGE TREATMENT PLAN ACCEPTED

TREATMENT ACCEPTED IN CONTINUING CARE

CUSTOMIZE YOUR GROWTH PLAN

WHAT GETS MEASURED GETS DONE.

OUR FOCUS FOR 2018 SHOULD BE: _____

NOTES



NUTS AND BOLTS

TELEPHONE INTRODUCTION TO OFFICE IS WELCOMING INSTEAD OF ASKING ABOUT INSURANCE.

THE NEW PATIENT IS APPOINTED IN A TIMELY MANNER.

THE REFERRAL SOURCE IS ACKNOWLEDGED AND REFERRAL IS DOCUMENTED.

TELEPHONE INFORMATION IS SHARED WITH THE ENTIRE TEAM.

THE NEW PATIENT IS GREETED BY NAME.

THE NEW PATIENT LEARNS ABOUT OFFICE PHILOSOPHY AND THE QUALITY OF CARE.

THE DOCTOR IS INTRODUCED TO THE NEW PATIENT BY A TEAM MEMBER.

THE PATIENT IS SCHEDULED FOR TREATMENT *AFTER* CONSULTATION AND FINANCIAL ARRANGEMENTS HAVE BEEN MADE.

THE NEW PATIENT RECEIVES A FOLLOW-UP PHONE CALL.

PATIENTS ARE SEATED WITHIN TEN MINUTES OF APPOINTMENT TIME.

PATIENTS OF RECORD ARE RENEWED EVERY 5 YEARS.

THE PATIENTS' DENTAL RECORDS WILL TELL ME ALL I NEED TO KNOW ABOUT PATIENTS' CARE.

THE OFFICE HAS A WAY OF LETTING PATIENTS KNOW ABOUT THE SERVICES THAT ARE AVAILABLE.

PATIENTS ARE ALWAYS INTRODUCED TO IDEAL DENTISTRY.

FINANCIAL ARRANGEMENTS ARE FLEXIBLE WITHOUT BEING HARMFUL.

THE ENTIRE TEAM IS COMFORTABLE ENDORSING THE PRACTICE AND ASKING FOR REFERRALS.

OUR OFFICE LITERATURE, FORMS AND LETTERS ILLUSTRATE OUR QUALITY.

WE HAVE CONDUCTED A PATIENT SURVEY WITHIN THE LAST FIVE YEARS.

WE MONITOR THE EFFECTIVENESS OF OUR TREATMENT PRESENTATIONS.

OUR FACILITY SUGGES WE ARE ABOVE AVERAGE IN CLEANLINESS AND STERILIZATION TECHNIQUES.

WE CONDUCT REGULAR TEAM MEETINGS TO DISCUSS PATIENT CARE AND PRACTICE DEVELOPMENT.

WE REVIEW OUR PATIENT & PRACTICE STATISTICS REGULARLY.

THE OFFICE HAS A PRACTICE DEVELOPMENT BUDGET.

OUR IDEAS ARE EASILY SHARED.

WE CELEBRATE OUR RESULTS.



LET'S DO THE MATH!

EXAMPLE (YOU CAN DO THIS AT HOME)

# ACTIVE PATIENTS (SEEN WITHIN THE LAST 18-24 MONTHS) EXPECTED OR DESIRED RECALL RETURN RATE 85%	2000
# PATIENTS RETURNING FOR CARE	1700
AVERAGE NUMBER OF PATIENT VISITS PER YEAR	2.5
# VISITS REQUIRED TO SEE 85% OF PATIENTS 2.5 TIMES PER YEAR	4250
4250 divided by average number of patients seen per day (8) Number of days required to treat 85% of patient base	531.25

2.5 Hygienists required to maintain this level of continuing care.

Note the number of hygiene days currently scheduled.
Determine average number of patients seen per day.
Establish average number of hygiene appointments available per year.
Divide by 85% of Active Patient Base.

Example:

2 hygienists working 4 days per week=8 days per week x 50 weeks = 400 days
8 patients per day x 400 days = 3200

3200 appointments. / 2.5 visits per patient=
1280 patients / 2000 active patients =
64% Recall Return Rate – too low!

If 1700 patients appointed and only 10% appointed for additional dentistry averaging
800.00 \$136,000.00 additional treatment production from hygiene!

“Customer service doesn’t come from a manual, it comes from the heart. When you’re taking care of the customer, (patient) you can never do too much. And there is no wrong way – if it comes from the heart.” Debbie (Mrs.) Fields

Recall Renewal

3-5 YEARS SINCE NEW PATIENT EXAM

RENEW PRACTICE PHILOSOPHY – what new treatment modalities have you incorporated?

RENEW RECORDS – RENEW ENTHUSIASM

Be careful – familiarity may breed apathy –or perceived lack of interest.

THANK PATIENT FOR THEIR LOYALTY.

“WHAT HAS PREVENTED YOU FROM COMPLETING TREATMENT?”

“LET ME SHOW YOU SOME OF SOME EXAMPLES OF WHAT WE HAVE DONE FOR OUR PATIENTS.”

TIMING IS EVERYTHING!

AT BEGINNING OF APPOINTMENT – NOT AT THE END.

QUALITY TIME

SCHEDULE APPROPRIATE TIME TO PROVIDE THE CLINICAL INFORMATION TO YOUR PATIENTS.

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.”
Edison

Thomas A.