1 Kickstart Success
   Training for Dentists on the Skills Necessary to Succeed in Dental Practice

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2 Disclaimer
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3 Kickstart Success
   ➤A course for dentists of all ages that emphasizes the basic issues important to building a successful dental practice

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4 Success
   ➤Course objectives:
     ➤Evaluate important steps in the development of a successful dental business
     ➤Concentrate on skills that will lead to early and continuous success
     ➤Take advantage of the experience of other practitioners in the quest for practice success.
     ➤Make it fun.

5

6 Success
   ➤Important Steps toward Success
     ➤Leadership
Success!

Important Steps toward Success

Leadership

Ownership
Managed Care
Practice monitoring
Team work
Practice promotion

7 □ Success
What defines success?

8 □ Success
Leadership

A necessary first step to practice success
A learned skill
The Seven Habits of Highly Effective People
Be Proactive
Begin with the end in mind
Put first things first
Think win/win
Seek first to understand, then to be understood
Synergize
Sharpen the saw

9 □ Success
Management

With proper leadership Management is taken care of by the team...
Appointments
Hygiene
Finances
Back office

10 □ LEADERSHIP AND MANAGEMENT
First: Values: The basic building blocks of individual success
Second: A Vision: The future as you see it
Third: A Mission Statement: The way we reach our vision
Fourth: A Written Philosophy
LEADERSHIP AND MANAGEMENT

11 Personal
11 Family
11 Business
11 Fifth: Goals

12 LEADERSHIP AND MANAGEMENT

The Benefits of Having Goals
- You gain more control of your life
- You gain greater confidence and more initiative as a leader
- You can evaluate present activities for their value

13 Transitions
- Ownership
  - Start from scratch
  - Go from associate to practice
  - Purchase an existing practice

14 Transitions
- Ownership: why businesses succeed:
  - Budget in place
  - Start small
  - A plan in place
  - Continuously learn
  - Nitch target marketing

15 Transitions
- Ownership: Why businesses fail
  - Not sure of direction
  - Poor choice of location
  - Lack of staff support
  - Unrealistic Income expectations

16 Transitions
- Ownership: why businesses fail
Lack of staff support
Unrealistic income expectations

Transitions
Planning for ownership
Practice purchase
Have a checklist
- CDA Transferring Ownership of a Dental Practice checklist
- Have a Business Plan
- Internet Business Plan Templates

Transitions
Know the existing dentist
- A lifetime of practice
- Patients as friends
- A personal private practice
- Financial needs
- Family issues
- Personal issues

30 years in the dental society
New members of the dental society

Managed Care
Making it work

A PRIMER ON MANAGED CARE
Ethics and managed care
- Are you a professional or a cutthroat competitor?
- Payment can not dictate treatment.
- Contracts can not change standard of care.
- No matter who pays, care should be the same as would be given
Ethics and managed care

Are you a professional or a cutthroat competitor?

Payment cannot dictate treatment.
Contracts cannot change standard of care.
No matter who pays, care should be the same as would be given to anyone.

Lying to anyone is still lying.

BASIC BUSINESS

Profit

Without profit, there is no success.

BASIC BUSINESS

Budgeting

- Gets you where you want to go
- Is improved over time
- The more detailed the better
- Needs the input of the whole team
- Has to be followed

The Numbers

- Know your numbers
  - Production
  - Collections
  - New patients
  - Treatment acceptance
  - Recall rate
  - Active patients

The Numbers

- Production
  - Amount of dentistry produced by practitioner
  - Amount of dentistry produced per hour, day, week, month, and year.

The Numbers

- Treatment Acceptance
  - Getting to yes

The Numbers

- Collections
  - Percentage versus production
  - Age of receivables
Methods of payment
Personnel involved.

31 □ The Numbers
The Principles of Payment
Have a policy in place
Appoint the people to handle finances
Make sure there is a place for financial discussion
Have everything prepared in advance
Make sure payment plans follow the policy
Get a signed agreement

32 □ The Numbers
New patients:
The other lifeblood of the practice.
How many per month?
Where do they come from?
How does the practice solicit them?
What plan is there for the introduction to the practice?

33 □ The Numbers
Active patients
The other lifeblood of the practice
Seen in the last 12 months
Crucial in the planning for success
Hiring an associate
Hygiene needs
Recall rate.

34 □ The Numbers
Hiring a full time associate
1500-1700 active patients
5 to 25 new patients a month
75% recall rate

35 □ The Numbers
Hygiene needs
- The number of active patients times 2 gives an estimate of the number of hygiene appointments necessary for a year.
- The number of patients seen by hygiene per day
- Number of weeks worked per year.

36  The Numbers
- Hygiene needs
  - 500 active patients X 2 = 1000
  - 1000/7 patients per day = 143 hygiene days
  - 143/48 = 3 hygiene days per week.

37  The Numbers
- Recall Rate:
  - Number of patients in the practice
  - Number of patients seen in hygiene in the last year
  - 300 patients seen/500 patients in practice = 60%
  - Your active recall rate

38

39  Teambuilding
- The Ritz Carlton

40  Teambuilding
- Finding a Great Team
  - Where are all the quality team members
  - What do they want
  - The competition

41  Teambuilding
- Keeping a great team
- Appreciation
- A sense of ownership
Teambuilding

Keeping a great team

Appreciation

A sense of ownership

Great job descriptions

A Quality patient oriented practice

Marketing

Marketing:

Everything is marketing

Marketing

Your Product

Clinical Dentistry

The Whole Experience

Marketing

Your Product

Selling the Invisible

Make it come alive.

Use the media effectively
Marketing

People:
Most patients relate more to staff.
Staff takes the pressure off the dentist.
Many referrals come from staff.
Marketing an essential team effort

Marketing

Place
Reflects the image of the practice
Is an important message at every level.
Needs constant review.

Marketing

Everything is Marketing
Your image in the community.
The Experience
Actively participate at every level.
All the staff should participate.

Summary

Have a plan
Provide the leadership
Treat patients like Gold
Develop a great team
Monitor your climb toward success
Realize that Everything is Marketing