



# Practice Focus

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## Series 2 Advanced Training

### Session 9 Advanced Growth Strategies (Part 1)

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And, so we begin another edition of our monthly Practice Focus sessions. I've been thinking perhaps I should call these "Practice Refocus Sessions," but I'm hopeful you are disciplined enough to come into the practice every day to crush it, and to help your patients in the way only you know how, and to make the most of every single day in every patient visit in order to accomplish your goals by accomplishing their goals, too.

I'm so happy to back with you. Today we're gonna do something very, very different. Maybe we'll do it again next month too. We're going to divide and conquer our focus into two completely different aspects of your practice that are both incredibly important. This will give you a chance to have very different discussions, maybe even separate into two meetings or at least change the context of which you normally have dialogue with each other.

Now, the fastest way to grow and leverage is of course, increase your diagnosis. And, we will begin going over many ways to bring in more opportunity into your practice over the next couple months. You should be best at maximizing every patient opportunity right now and ensuring whether your chart reviews and your discussions and your effective use of pictures that you are truly achieving and are presenting comprehensive diagnosis and treatment plans.

Today, we will take a turn to the schedule, your schedule, which we haven't really revisited in quite some time in very specific and in-depth analysis. You must ensure you're executing your schedule in the value-based way that we have committed to long ago. Instead of me giving a review of primary production columns, slot scheduling, utilization of assistants, managing the overall goal, blocking for new patients equally, making certain you are getting ahead of the schedule, and you have your days to value.

Instead of doing all that, you can easily review some of the past videos or circle back to your original schedule decisions that should be your principles and protocols for everything you're doing. It is very important that you make sure that your schedule is still managed and operated in a way that adheres to the sound principles that we have determined, focusing on larger anchor appointments, getting ahead of your days, so your hourly run rate is putting you in a position to win, making sure the days aren't over-filled, that we're balancing so that you can maximize every opportunity.

It's so critical that every team member is fine, and also ensuring that you do not ever let your non-productive, your follow-up, post-op, even emergency things take up too much time or to be placed in the schedule in a way that detracts from your ability to organize properly the mass problem of the day in order to hit your goals. You should, of course, have fixed spikes throughout the month where you'll end a big case or you have a multitude of patients doing quadrant dentistry. But, we also hope that what you should see happen is on a monthly basis, with a quarterly average. Quarterly average your daily values should increase, and their not gonna increase by accident. They're only going to increase by a better management of the schedule and really deliberately orchestrating this.

It's so important that you should have more diagnostic work, more case acceptance, more patients since you have time to see them. Therefore, you have to go to work at manipulating the schedule so that you can continue to leverage your growth. We see any person, any person, is continuing to have some level of plateau within the practice, which happens. It usually boils down to either not taking care of what we discussed last month, diagnostic work and overall case acceptance improvements or it's directly hindered by the way the

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schedule is being orchestrated. **So, this is really all you have: the creation of treatment, scheduling the treatment.** One is about the creation of the collection side. One is about the delivery of the dentistry for the production side.

That's it. That's all there is. Two parts. So, we are mastering both of these and taking a good hard look at what we've discussed last month and how it correlates into your schedule. From this point forward we'll be focused on bigger picture opportunities for overall growth to increase your, not only collections, but really the opportunities that you may be not paying attention to that we can better exploit.

So, today I am going to have you take a look at your schedule from the past month and the future month as far out as you are scheduled. I want you together to go back and find areas of specific improvement you could have made to be able to build more valuable days and to raise your overall clinical averages. I want you to do this for both doctor and hygiene, and I especially want you to take a very critical look at this and then apply your improvements to the future weeks. So, that you are finding it much easier to achieve your goal faster.

On top of this, keeping up with last month's, you should look and be able to identify if you are truly scheduling quadrant, arched, full mouth, comprehensive dentistry. Or, if your patients are still breaking down treatments or you're still letting insurance diminish the value of your appointments. If you are, perhaps stair-stepping or staging out or one tooth at a timing, your schedule approach. Very important. We wanna be getting more patients moving forward comprehensive full mouth treatments if any of you team or doctor front or back are breaking down treatments, and therefore diminishing the value of scheduling daily goals that are even possible that we need to fix that. Very important.

Literally, clean off the schedule, review the past. One, two, three, four, weeks, and really assess where you find opportunities to make adjustment, improvement, change, do differently, any place where rules are being broken, any place where you devalue. Look at your best days. Look at your lowest days, and figure out what was different, what could be changed. Then going forward into the future, we don't need to be scheduled out forever. What we need is, we need is to schedule to daily objectives. We need you to be opportunity seekers and to maximize each day by moving patients forward quickly with treatments that they're ready to do.

**Not same day emergency minded, but building a schedule that is serving the patient in a way towards comprehensive dentistry, not towards time convenience, not putting you at the mercy of the patient's decisions.**

We all know that we made agreements in the very, very beginning to not let patients control the schedule. It's very important that you are mastering your ability to communicate with patients so that you can control, not just the treatment acceptance, but also how the dentistry is done. This is very important.

**All the clinical work, all the role-playing, all the success you're can have with patients, in the back can be undone by not having strong and confident approach to taking care of the case acceptance moving into the schedule in as large of chunks as possible.** Now, you have plenty of experience to be extra-critical for each person to give their perspective and to assess what needs to be done differently, what you need to return to, and start over again like we

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originally planned, and where the opportunities for you to make improvements in the thing that operates and controls and dictates your daily life, which is of course your schedule.

Please do this exercise and give me a full and detailed report over what you find. I will use that to personally help you to achieve the next schedule breakthrough, and that will open up and make room for growth opportunities in your practice that we want to be covering in the months to come. It will help you to achieve better daily flow of your productions.

Now, once you do this, we'll go back and assess and look at each schedule improvement, and I will see if there's any other things that we can come up with together as well. We want leverage, leverage, leverage to your time, to your days, to each other, certainly to your patients.

Now, we shift gears completely, and we looked at the creation side of the practice, but not in the way we usually do with photographs and handouts and triangles and clinical yeses. Instead we are going to look at what instigates everything else that happens in your practice. Plain and simple, it's called the mood. The mood of your culture and team, the energy of your environment, the attitude, the attitude you take with each other, your patients, yourself, and ultimately, the overall confidence. The confidence you have about what you do and the importance you put on not just wanting to, but ensuring that you are performing every single day with every single patient as high level as possible.

Are you doing what it takes to win, to do well, to contribute, to support your team, and to help your patients move forward? These are questions you can address and ask each other right now. Every year I ask you to take a very hard look at your own performance. Of course, you could do that monthly. And, you do have performance reviews, sit down discussions with your doctor, you should be. The other thing, too, is to understand that as a team it's okay to have transparency to help each other do better and to be self-critical so that then people can give you the support that you need to overcome your challenges, whether that's in your mind or in reality.

The bottom line is this. **If you want to hit bigger goals, you've got to have confidence that it's possible, and you have to have the positive energy that makes patients want to say yes.** You know the magic of a day when everything just goes right, when it falls into place, when big checks happen, patients say yes, the day is productive. But, not completely stressful, and you feel energized, not tired, but energized and excited about coming in tomorrow. You can call it morale, energy, mood, attitude. It doesn't matter, but it has to be high. It has to be positive. It has to be directed at the most important priorities and the things you and your patients have to feel this. You have to feel this.

It's very important, and they do feel it for better or for worse, because they can feel the positive, directed energy within your practice. You'll be amazed at how much easier it is to move patients forward. So, this month I challenge you to step up your game by having more fun, creating more energy, working better as a team, and setting out to win everyday, first with your attitudes, and then with your actions.

We work on actions all the time. We talk about communication all the time. We have invested the past sixteen months on role-playing your patient engagements, interactions, and you know it's all important. But, ultimately nothing matters or will make you successful without this part right here. You've heard the saying that no exercise will make up for a bad

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diet, and no actions will make up for a bad attitude. Of course, this isn't accusing you of having one. I'm telling you that you must proactively find ways to prevent one from ever occurring and to always continue to elevate, inspire each other, and have motivational strategies in place, positive quotes to your help. Inspirational posters around the office, constant check ins and celebrations, more good things, laser-focused improvement objectives for things that aren't so good.

You should have contests and games to keep you motivated with yourself or together. You must have benchmarks to track and real conversations about progress or the lack thereof. No month should go by and be a total failure, because there's so many days to make something happen. It just takes daily awareness in execution. This month, in addition to your schedule assessment and re-engineering it for your next breakthroughs, I want you to also take an overall attitude assessment in culture mood environment assessment and ask yourself what can you do to create and keep more positive energy every day? And what can you do to build your confidence, and take that extra initiative with every patient to move them forward.

Brainstorm a list and divide and conquer on it. It's time to stop looking for greener grass, the next bright shiny new idea. It's time to stop blaming and complaining, and to know 100% that you are each individually and as a team cohesively together, personally responsible to assess success you are getting or not getting from your efforts. And it will always really boil down to your attitude. **Of course, good actions with bad attitudes can't win, neither can bad actions with good attitudes.**

That's why we show up here together every month to make sure you got both going in the right direction. Really, really immerse yourself in this and prepare for powerful developments next month when our hard-hitting, four-part series of advanced growth strategies for your team, your patients, and your practice continue.

The assessment discussion you have should first be about each of you reflecting on your own, sharing your thoughts. Secondly, making individual decisions about what you can do to better enhance your skill, performance, attitude, confidence. Is there a specific thing you need to change or improve on. Could be somebody needs to give you responsibility every day to keep your head out of your bum.

It could be that we need to put out some new motivational sayings. We need each person to take turns reciting some things for the whole team. I don't care. What I'm here to tell you though, is there is a reason why sports teams have a little handshake before the game starts, a little chant, a little rally, a little heck yeah. There's reasons why disciplined people, Olympic athletes, top tier professionals, they have a regimented routine that they don't waiver from, because it works.

So, what I'm asking you to do is to beef up the positive energy and attitude in your practice both in your environment, your educational material, the things that are around the reception area, that are on the walls when you're talking to the patients, the operatories. But above all else, realize that it begins with you. It begins with your team dynamic. It begins with things that make you want to win for more reasons than just a paycheck. They make you want to be successful today, more so than just getting through the end of the day, things that can rally the troops, that you can get you to see something bigger than yourself, and that the overall

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practice goal is not just some made up number, but it's something real. It's something tangible. It's something that means something to you.

It is about helping the patients. But, we're all human. Okay. We're all human. It's work. You're showing up to work. And, to work to some arbitrary goal, it just doesn't last. It has to be a fire in your belly, a hunger inside, a focused drive and energy that stimulates your culture as a team and that keeps your attitudes positive and uplifting, and it allows you all to drive forward into the future.

This month we talk about schedule actions. And then we talk about the things that really matter. We talk about you.

Have a great time, and I'll see you next month. Do send me your brainstorming list, your personal decisions, the dialogue. Somebody take the notes, the meeting notes and share. I'll be rewarding the teams who do the best job, who take it seriously and I'll be helping. I'll be helping you with your list, with helping you to elevate your confidence and ability, and to walk into your practice with energy and positivity, and to leave your practice fulfilled. But, even more energy and positivity because of what you've done, what you've contributed, what you've left behind with the patients that you helped. It's time to win like never before and come together as a team to make the magic happen.