



Practice Focus

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Series 6 The Championship Playbook

Session 1 Bettering Your Best (Part 1)

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 3. Use the transcript to help complete your Team Activity: **key points are highlighted.**
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Practice Focus

Welcome, championship team. I'm excited today to join you in another one of your powerful Championship Playbook Meetings where today we're going to focus on doing what you do better than anybody else in the whole wide world, and that's called "bettering your best." I mean, that's what you do, isn't it? I don't know what else we'd call it at this point. You're already the top, the elite, better than the average bear.

You have complete differentiation. The least of what you are is an ordinary, run-of-the-mill, normal dental practice. You've taken every aspect of what you do to the next level. You engage patients like never before. You practice customized relationship-based dentistry. You're dialed in as a team. Your playbook is sound, your systems are tight, you have everything going for you, and yet we still come together to do this work, this most meaningful work, where you get to better your best. Stay on your toes, keep your focus, continue mastering your game, and increasing your level of execution, your financial results, and ultimately, do it in style and have a whole lot of fun together.

Now, today's a very special day because this is the beginning of a unique Practice Focus series that we're initiating here together in a whole new and different way. You will see in the coming months just how special this next-level journey and evolution is going to be for all of us together, because this will kick off an all new chapter of transformation and really, really deep work. For each of you individually and collectively, collaboratively, as a whole with your team, I'm going to set the stage and I'm going to open this up with three distinct core topics of discussion and Practice Focus activities to compliment them. From there, we will be able to build on our theme for each coming months' Practice Focus of raising up your practice, your expectations, your belief, your mindset, and absolutely your execution to the next level of success by mastering the things that make it possible.

Verbiage, systems, consistency, and at the end of the day, continue to keep your culture, your positive energy, your attitudes, the very best and most energetic for you and for your patients so you can have fun helping more people get healthy while doing what you do best: working smarter, not harder, and achieving value and quality instead of volume and quantity in every single thing you do.

Now, to get right to the heart of the matter, our first topic, it has become a ritual for the conclusion of each set, each series, of Practice Focused modules. We do a detailed assessment, a state of the union, if you will, a reflection, a pause in the action, just to check in and see exactly where we're at and how we're doing with every single team member's role within the practice. Although, as a group, each one of you is going to answer all three questions, all together you're going to ultimately end up with an action plan, a list of priorities and things to direct your focus and your effort towards that are going to help you in unison, a unified front to break through current plateaus and find a way to climb to that next level of financial performance, of patient success and outcomes, and ultimately, get more out of your days without adding more people, more hours, more work, more anything. Only the good stuff, all right?

So, three simple questions, three simple questions. You won't even need to prepare, they're so easy. First and foremost, what do you feel you're doing better than ever before right now? Right now, what are you doing better than ever before? This is you answering for you. The thing in which you have most improved or changed or added that is making the biggest difference to your success and results? Answer the question.

Practice Focus

The second question is the exact opposite: what area or change or thing do you feel you need to level up, close the gap on, otherwise focus to raise the bar and to help you break through, and achieve greater success as an individual helping your team win? What can you do to level up?

And then third and finally, from your perspective in the practice thinking very deeply about the current state of things: if you were to diagnose yourselves and change one thing, improve one thing, address, make better, do differently, one thing to elevate the success of the practice, to help your patients, achieve your financial goals, getting your culture and communication to be the best it's ever been, what would it be? What would it be?

So that's you for you, two questions, polar opposites: best ever, In need of most immediate improvement to move the needle, and then third question about the practice as a whole from your perspective. There you go, baby. And once that is done, you have a detailed list of priorities to work on and help each other with as we double-down and recommit as a team to our core principles and the things that matter most, which do not change over time. They're the fundamentals that we stick to. We rinse and repeat, but we always level up and better our best in achieving.

Our next topic for discussion is a little bit more specific, very laser-focused. I'm going to give you categories to do a "rate yourself on a scale from one to 10 review," and then how can you make each of them get to a 10? What would a 10 look like? Or, if it's already there, how can you keep it there and otherwise make it more consistent? This is rapid-fire team open discussion. First, value-based scheduling always. It always comes back down to, how do we control and engineer the schedule with integrity to achieve our ideal daily flow structure and production goals? Everything from new patients not being delayed out into the future, to perio rolling through, to prioritizing specialty case starts. Value-basing follow-ups, reoccurring appointments, therapies, post-ops, deliveries, all those things, or hygiene structure as well as always making sure production takes precedence in the anchored primary production column.

This is a simple question: how you doing on value-based scheduling to your goals? You better be ready to stretch yourself to increase that dollar, that dollar amount, that hourly run rate, and those anchor values. Take an assessment and then double-down. Recommit. Make it better. New patient experience, same thing. Complete education, complete diagnosis, conference and pathways to health being presented, prepayment being secured, and as few appointments as possible getting as much dentistry done per appointment. Overall new patient experience: everything from screening to intake to three triangles, interviews, clinical experience, clinical yes, treatment presentation, use of photography, and on down the line into follow-up. Scale from one to 10.

Next up, daily accountability: morning huddles, end-of-the-day debriefs, and overall tracking of results, reappointment, diagnosis, case acceptance, collections and scheduling, and of course always new patient conversion and retention. Next, team meetings for productivity and training on focused priorities: how effective are they? And of course, we have patient education with photographs, all diagnostics and verbiage to match. Scale from one to 10. And then to finish this up, we have following up, all sorts of following up: treatment plans, patients that re-appoint and reactivation and re-care. And then we have proactive referral generation and finally, and finally, overall, an assessment on our triangles, rate yourself on a scale from one to 10. Triangles being complete and effective: past, present, future with

Practice Focus

clinical team members and the doctor tag team, and absolutely with the exit to the front team, the treatment coordinator securing our case acceptance, closed collections, and appointments in the schedule. Scale from one to 10 triangles. How can we close that gap, make them a 10 every time? What does it look like? Define and describe everybody on the same page committed in alignment. Very true. Okay, last one. **Your culture overall:** positive, energetic attitudes, how we doing?

Listen, that's a lot of stuff, but **we have your personal role reflection, we have core practice fundamentals, principles, and systems reflection,** and now, understand, it's all right there. It's a lot of stuff to go through, but it's all number one. And very important, once you've rated each of these items, **don't forget, you've got to ask yourself: how do we close the gap? How do we level it up? How do we break through? And use those answers to create a divide and conquer accountability list.** The final third piece of the discussion topics today, it brings us back to our core purpose. The mission you are on, helping your patients achieve optimal health and creating an experience that builds better patients.

My question is simple: if you are going to teach, preach, educate, and ultimately sell and deliver healthier patients through dentistry, then you have to live your philosophy. I want to make sure everyone is on the same page with the health philosophy of your practice, the clinical and diagnostic principles that you follow to build treatment plans, educate patients, and otherwise deliver on the dentistry, or, and finally, **finish this discussion with your own health goals and commitments to yourself and making sure you're doing the same.**

It's a simple concept: **we are not problem-based practices, we are principle-based practices.** We believe in possibility dentistry, not problem dentistry. It's such an important and amazing thing. You have to hold yourself to the same standard and expectation you're going to hold your patients to. **Don't just preach it, live it. Live it. "Don't explain it, embody it."** Famous quote. You've heard it many times here.

This will be your final round for this month's Practice Focus by revisiting making sure everyone knows exactly what is expected from the doctor and how we bring to life what you do in the mouth of your patients. **I want you to finish with your top "better your best goals" to increase overall diagnosis and case acceptance by treating every patient like a new patient and showing patients the big picture of how dentistry fits into their lives. To conclude, please share one personal goal you have for yourself by being your own "most important patient" and giving yourself some self care and attention to your own wellbeing. Very important.**

You're going to wrap all this up with a beautiful review, my friends. **Come up with your overall takeaways. Make sure every single one of you commits to one thing you're going to champion between now and our next Practice Focus with daily intentionality and purposeful action.**

If you didn't believe there was a way to "better your best" when we started, by golly, you got more ways than you bargained for now, and that is refreshing and exciting. It's the best news of the day, that there's opportunity out there to take you to the next level. Now, next month, I have a first-time-ever special surprise for you and it's going to be amazing. It's going to change the face of our Practice Focuses. It's going to be by far the very best Practice Focus ever, you'll see. And until then, it's time to get to work. I'm here for you, but I'm going to leave you to it.