

# Practice Focus

## *April 2026*



### Creation of Opportunity Is Our Greatest Responsibility

#### **1. Personal Check-in**

- 4 Questions to Stay On Track

#### **2. Vision**

- Creating a Diagnostically-Focused Mindset

#### **3. Impact**

- How Do I Impact...
- Morning and End of Day Huddles

#### **4. Expansion**

- Enhancements
- 5 Tools We Can Use
- Every Patient, Every Time

#### **5. Multiplication**

- Turning Healthy Patients Into Referrals, Reviews, and Testimonials
- Healthcare Partnerships
- Problems to Possibilities

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*Dental* **Success Today**

# Action Plan

## *Personal Check-in*



### 4 Questions to Stay On Track

*What's going well?*

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*What could be better?*

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*What questions do I have for others?*

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*What decisions do I need to make?*

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# Action Plan

## *Vision*

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### Creating a Diagnostically-Focused Mindset

*The hole we give through is the hole we receive through:  
Health >>> Value >>> Money*

*Our #1 responsibility is to expand our opportunity to serve.*

*Are we building bigger visions with our patients?  
Answer on a scale from 1-10*

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*Are we advocates of 100% health?  
And with no compromise or negotiation?  
Answer on a scale from 1-10*

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*Typically, teams are at 1/3 the diagnosis they need to reach the  
goals they'd like to achieve.*

*What do we think is the quickest way to close that gap?*

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# Action Plan

## *Impact*



**Every Team Member, Answer These Questions:**

*How do I impact new patients?*

*How do I impact existing patients?*

*How do I impact friends and family?  
(Patients' friends and family, and my own friends and family.)*

*How do I impact referrals, reviews, and testimonials?*

*How do I impact healthcare partnerships?*

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# Action Plan

## *Impact*



### Huddles

*Morning Huddles are for visualizing and creating those 5 pathways to impact.*

*How can we leverage our Morning Huddles to increase our opportunities within those 5 pathways to impact?*

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*End of Day Huddles are for taking inventory of those 5 pathways to impact.*

*How can we leverage our End of Day Huddles to increase our opportunities within those 5 pathways to impact?*

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# Action Plan

## *Expansion*



### Enhancements

*What enhancements do we offer that allow us to expand the vision and engage at a deeper level with our patients?*

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### 5 Tools We Can Use

*Preparation*

*Technology and Diagnostic Demonstration*

*Strategy and Triangles of Trust at the Beginning, Middle, and End of Our Patient Experience*

*The 3 P's (Pictures, Proof, and Pain)*

*Asking Questions*







# Action Plan

## *Multiplication*



### Healthcare Partnerships

*We're the BEST healthcare partners—for both our patients and professional referral sources—everyone should WANT to partner with us and our mission.*

*How can we be more engaging with our existing professional referral sources?*

*How will we include our professional referral sources in the patient transformation process?*

*What can we do to create more healthcare partnerships like the favorite connections we already have?*

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# Action Plan

## *Multiplication*



### Problems to Possibilities

*Lowest Value:*

*Taking a patient from “Bad Health” to “Good Health”*

*Average Value:*

*Taking a patient from “Good Health” to “Better Health”*

*Highest Value:*

*Taking a patient from “Better Health” to “Best Health”*

*How will we embrace the highest-value actions, leverage quality over quantity, and play with multiplication instead of merely addition in our practice?*

*i.e. Playbook of Creation, Philosophy of Care, Practice Manifesto*

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