

## Monthly Success Package Instructions

Inside is your **August Dental Practice Monthly Success Package!**

Please review the following paragraphs for information about how to integrate this material into your team meetings.

- **Patient Engagement Theme:** This theme will span the entire month. Please make the team aware of the theme early in the month and use the included display materials (counter card and social sign) to notify patients of the month's theme.
  - Lesser-known holiday calendar: Use this to find more ways to engage your patients on a daily and weekly basis.
  - Digital Files: We have provided an editable counter card (if you'd like to run a contest) and social media images that you can use. These items are located in our online portal. Contact Tyrella for access if you do not know your login.
- **Team Leadership:** Kevin has provided a monthly Team Leadership and Development topic for the team champion to utilize in coaching the team as well as weekly activities to promote growth in this area.
- **Practice Focus Team Training:** Scott's monthly team training includes an activity designed for each team member to complete and return to us.

Below is a sample schedule of implementation of these materials on a week-by-week basis. Depending on your practice's meeting schedule, you may modify this to fit your needs.

The schedule below is in alignment with Scott's philosophy of meeting weekly with the team to continually improve and grow.

### Week 1:

- Discuss the Patient Engagement theme for this month (***School Spirit***). Encourage the team to share their ideas on ways to implement the theme and make it unique to your practice. Decide whether you'd like to run a contest of some sort, and decide who will "own" the patient engagement theme and ensure that every patient has the opportunity to participate. Don't forget to use the social sign "***My Dentist has School Spirit***" for photo opportunities with patients!
  - Will you post things on social media? Will you send an e-blast to your patient base? Will you run a contest? Maybe you will choose a day of the week for the team to wear their favorite local school spirit shirts or hats.
  - The team can brainstorm some fun ways to approach patients and let them know about the theme.
- Prior to the meeting, make copies and distribute Kevin's message (***You Deserve It***) to the team. Ask the team complete the Week 1 activity prior to the meeting and discuss at the weekly meeting.
- If you have time, the Team Leadership activity ("***Back to Basics***") can be done during this meeting as a motivational kick-off to the month.

### Week 2:

- Discuss production goals, treatment acceptance, etc.
- Complete/review/discuss Week 2 Team Leadership activity (***You Deserve It***).

### Week 3:

- Complete the Practice Focus Training and Activity (***Back to Basics***) with the team as well as your review of the previous month.

Prior to the meeting, make copies of the Practice focus transcript (Scott's training) as well as the exercise and giving to each team member. This way, they are able to make notes on the material that they find interesting or useful and then can complete the exercises after.

During the meeting, you can listen to the Practice Focus audio as a team and then complete the exercise together and discuss your goals and findings as a team.

- Discuss production goals, treatment acceptance, etc.
- Complete/review/discuss Week 3 Team Leadership activity (***You Deserve It***).

#### **Week 4:**

- Discuss production goals, treatment acceptance, etc.
- Complete/review/discuss Week 4 Team Leadership activity (***You Deserve It***).

Prepare for September- you can use the planning excel spreadsheet we provided in your Digital Files to plan ahead for September Patient Engagement Theme if time permits.

#### **Practice in Action and Practice Profit Accelerator Call**

- Listen to the **Practice Profit Accelerator Call** to hear Scott and Kevin's responses to some of our most asked questions regarding practice growth.
- Check out our "**Practice in Action**" to see the winner of our monthly drawing!
- Be sure to hold on to the "**Share Your Success**" document for instructions to enter in the drawing each month. We want to celebrate your successes with you and see the positive changes you are making!

For any questions about this package, please contact Tyrella at [Tyrella@dentalsuccesstoday.net](mailto:Tyrella@dentalsuccesstoday.net).