



# Practice Focus

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## Series 9 Principles of Success

### Session 5 Creating Opportunity and Maximizing Health Impact

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

Hello, everyone. Welcome to another edition of our amazing Practice Focuses. They're amazing not because of me, but completely because of you, and for the intentionality, the dedication and the diligence that you put in to bettering your best. At the end of the day, you are life athletes, you are dental professionals, you are the people who with every single impact you make, every engagement and encounter with another human being, you are making a difference, leaving some fingerprints behind, and improving the quality of lives of other people. And that's why today we are talking about creating opportunity and maximizing impact, in particular, the health outcomes of your patients. I love this Practice Focus because it is, literally, focus on the ultimate thing that matters most, and that is the results that you are getting day in and day out, and the outcomes you are driving, creating, on your patients.

We know from our very first interaction together, the very first time I ever gave you that good whole, rah, rah, rally call, is that the prosperity of the practice is completely 100% a mirror reflection of the impact on patients. And what kind of impact? Well, my friends, we know that would be quality of life, that would be health, that would be the difference makers that you are in the lives of others. So with that said, I'm just going to cut to the chase, drive straight to the point, hit the bullseye, and I'm just going to tell you what we're after here. The very first key thing that we're going to do is we're going to learn to reverse engineer the opportunities every single month. I call it, "Master the Month."

Master the Month is looking out ahead and seeing what is the production, what is collected and uncollected; more importantly, what are the new patient opportunities? And then you can pull from your software the unscheduled treatment opportunity that exists in the month, 100%, 30 days ahead, so that you know to Master the Month, we've identified days to goal, days short of the goal, what we can do to improve those days, and all of the treatment opportunity, the health impact opportunity, we have.

Number two, what is our future week look like? This is my visualize to manifest. Yeah, right? You should say, "visualize to realize," the weekly future casting of every single week. This is the week in advance looking at every day, and seeing where are we at above the base. Remember, we are playing above the base. That means more diagnostic opportunity than we need to actually achieve in order to hit our daily goals. That means, is every day short up to the goal? Is every new patient spot filled? If we're tackling hygiene, okay, are we at the brim where we need to be? So looking ahead at the future cast.

Now, the team exercise is to Master the Month, and then to build this in your month every single month to look 30 days out. Number two, this is going to be, probably, we have our doctor, our treatment coordinator, maybe a clinical lead or business liaison: we're looking at the last seven days, the next seven days. This is, what did we closed last week? Any open treatment plans? What do we have coming up next week? It's very simple. We're looking at the week ahead to create opportunity, maximize the impact. And then more importantly, it's every individual: so we have team, we have our people who are focused on case acceptance and outcomes, and then we have our individuals, and I call it, to maximize the impact, you have to commit to one thing and one absolute core principle. Remember, to "know thy patient." If you're going to see them today, when they walk through the door, you're going to see them when they sit in the operatory, and you're going to be presenting treatment to them or they're the first time guest, whatever it is, in the morning huddle you have to articulate through, "know thy patient!"

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Now, I want you to think about yourself right now and your priorities of how you most contribute to creating opportunity. Whether you're answering a phone, you're seeing the patients, you're doing hygiene, you're a surgical or a clinical assistant, you're doing TMJ, sleep, All-on-X, or you're doing comprehensive, complete health dentistry with all the pillars. What is your role and how do you make an impact on the impact? That's what we're talking about, and this is a roundtable discussion where you can talk about what are you doing and what can you do better? What are your core priorities, and what's your level of consistency at those priorities?

And then as a team, we're going to talk about how we connect. This is going back to revisiting the triangles, and knowing, are we conveying the most significant information from one conversation with the patient to the next team member in line, going back to our original seven steps and shoring up our triangles. This is your top 20% value creation. This is our team making sure that we're fully connected, conveying the best information possible to each other in the triangles.

And finally, I want you to set some stretch goals: stretch goals for yourself, and stretch goals for your patients by redefining what does optimal health mean to the philosophy of your practice? What is quality of life enhancement rubbed up against the core pillars of health that you provide to your patients? In patient-facing terms, in life details, speaking not about procedures, but possibilities. Speaking not about dentistry, but the details, the definition of success for the patient's daily life. So you have here very specific systems you're going to make sure that you have in place. The month, the week, the day, you're going to make sure that you're doubling down on your priorities, your team communication, and then overall, how you can be an opportunity creator with your patients.

This brings us to the strategies that we're going to deploy. Now, these are all things you already know, but that's what Practice Focus is all about. It's not about blowing it up, recreating the wheel, it's about doubling down on core principles. I don't want to say, "back to basics," but it's about understanding the game plan and then executing at the highest level.

So first, every patient, a new patient, every single time; how do we do that on the field? What are you doing in your practice, right now, today, to make old treatment new treatment? To make old patients new patients, both in the new patient side, in the reoccurring patient side, in the maintenance mode patient side, in our reactivation, our follow-up, our referral side, every patient, a new patient. Right now with your team redefine and refocus: what are we doing, on the field, to make sure that we do this? Because that by definition is opportunity creation in practice every day.

Next, remember to double down on our pillars. Scale from 1 to 10: gum health, where are you? What's a level 10? Okay, teeth and dentition, where are you? What's a level 10? I thought my video froze up there, that was just my mind. Okay, then we have occlusion, boom, bite: scale from 1 to 10. And then most of all, our favorite question of all to say to the patient, "On a scale from 1 to 10, would you please rate your smile health for us today? How do you feel about where you're at with your beautiful smile?" Boom! They give you an answer and you say, "I see," where you say, "You are. Tell me, what would a level 10 be like for you?" Bam. When we play with this, we build complete health. We build true pathways. We build master plans. That is creating of opportunity.

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Now, I want to remind you of something, and this is your homework. The only way to get a patient to rate themselves on a scale from 1 to 10 is for you first to define what is level 10 to you, to your practice, to your standard of excellence and care?

Next, future possibilities. Are we utilizing that old crystal ball? Are we putting it in front of the patient, making sure that we're not stuck in the past, but we're moving to possibilities? It's so vitally important. Future, possibilities; past is problems. We're not moving away from past problems, that's low level dentistry. We are moving towards future possibilities. This is a conceptual reminder, but it is a core principle: crystal ball every patient every time, not moving away. First we start with a baseline, State of the Union, past and problems, but boy, we go all in to future and possibilities.

And finally, I just want you to have an open discussion about, as a team, where are we missing opportunities? Where are our blind spots? Where do maybe we lack some consistency? Are we going all in? And even if we think we are, what's the next evolution of that?

That is what this Practice Focus is all about, and that leads to the ultimate teamwork. That leads to creating opportunity and maximizing your health impact on every single patient. I can't wait to see you next month, but right now, boy, I just gave you eight things to go and do right away. And remember, it's not about the discussion. You will discover a lot in the discussion, but it's ultimately about the decisions that you make today and the discipline to follow through. I believe in you because you are champions. And champions, oh boy, they are always looking to better their best. And here's the good news: when you better your best, the patients better theirs. Let's get to work!